NOVEMBER 18, 1957

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Do they want pay tv? Cross-country Pulse 2-1 against — Page 31

Monsanto takes $2 million tv plunge to sell a name — Page 33

Is tv buying down? Spot, network totals up over 1956 — Page 46

$7.5 million film deal: NTA interests seek AAP stock — Page 59

PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with *no waste coverage.* W-I-T-H reaches 74% * of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit the sales "bull's-eye" for *you*, too.

*Cumulative Pulse Audience Survey

Buy W-I-T-H IN BALTIMORE

Tom Tinsley
President

R. C. Embry
Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Simmons Associates in Chicago, Boston
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans
McGavren-Quinn in Seattle, San Francisco, Los Angeles

WE'RE OPENING THE DOOR
TO SOUTHEAST FLORIDA'S
$2,000,000,000 MARKET

MIAMI FLA.

we're on the air!

TEN'S ON TOP — *Right! On top of 1,453,800 people, representing 581,520 families.*

TEN'S ON TOP — *Right! On top of 32,428 retail stores, employing 72,269 workers with a payroll of $165,482,000.*

TEN'S ON TOP — *Right! On top of more than 1800 manufacturing plants turning out products from milady's chemise to monsieur's carport.*

TEN'S ON TOP — *Right! On top of more than 3 1/2 million tourists who visit Southeast Florida and Miami every year (more than 75 per cent of whom view TV during their stay)*

PUBLIC SERVICE
TELEVISION
MIAMI,
FLA.

WPST TV

CHANNEL 10
WPST TV

ABC NETWORK. REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Dominating Des Moines Television!

KRNT-TV SCORE 244 FIRSTS in 481 Quarter Hours

(The Sept. 5-11 A.R.B.)

ONE does it in **IOWA'S LARGEST MARKET!**

Top Ten Multi-Weekly

*KRNT-TV Seven Firsts			Average Rating
*1.	Russ Van Dyke News	10:00 P.M.	40.6
*2.	Al Couppee Sports	10:20 P.M.	28.4
*3.	Don Soliday News	12:30 P.M.	14.8
4.	Early Show	4:30 P.M.	12.9
*5.	Paul Rhoades News	6:00 P.M.	12.7
6.	News	10:00 P.M.	11.5
*7.	Garry Moore	8:00 A.M.	11.3
*8.	Bill Riley Time	12:00 Noon	10.9
9.	News, Weather tie	6:15 P.M.	10.6
	Sports	10:20 P.M.	10.6
*10.	Gordon Gammack	6:15 P.M.	9.9

Top Ten Once-A-Week

*KRNT-TV Six Firsts		Average Rating
*1.	Ed Sullivan	43.7
*2.	What's My Line?	40.7
*3.	Gunsmoke	39.0
4.	Wyatt Earp	35.4
5.	Cheyenne	33.8
*6.	Playhouse 90	33.7
7.	Lawrence Welk	33.3
*8.	Climax	33.0
9.	Hit Parade	32.6
*10	Robert Cummings	31.8

A COWLES OPERATION

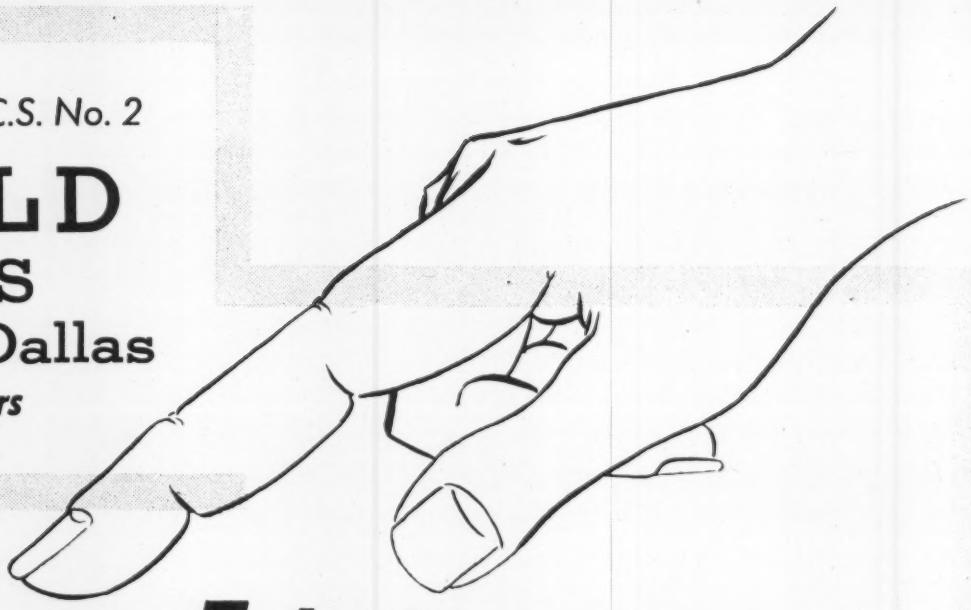
KRNT-TV

Full Power Channel 8 In Iowa

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

Based on N.C.S. No. 2

KRLD
CBS
Radio-Dallas
delivers



More Listeners
More Coverage

than any other full-time station
in the entire state of Texas . . .

KRLD is the Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth Area

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts — full, accurate coverage at minimum cost. KRLD is centrally located in Texas' richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

More Listeners
More Coverage
Less Cost per 1,000
COMBINED MAKE
KRLD
the biggest buy
in the biggest market
in the biggest state

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

$100 MILLION UP • Tight race is developing for win, place and show in annual agency radio-tv billings race as contest approaches year end. Top contenders at this point—in alphabetical order—are Ted Bates & Co. BBDO, Benton & Bowles, McCann-Erickson, J. Walter Thompson and Young & Rubicam. Forecast: winner will be at or over $100 million mark in broadcast billings for year, compared to $82 million for 1956 front runner (Y&R).

•

Harold E. Fellows, NARTB president, has been told by doctors to slow down. Strain of frequent travel plus heavy administrative load reportedly has Mr. Fellows on verge of exhaustion. While no reorganization in NARTB top echelon is indicated, it's reported Mr. Fellows will delegate more routine duties to key aides.

•

FACILITIES SHORTAGE • Unless AT&T comes up with facilities it now claims it can't produce, NBC-TV's ambitious plan to lick daylight saving time problem may not work for all affiliates. Network needs one more circuit than AT&T says it can supply to feed video-recorded repeats to stations in Eastern Standard Time zone. This area includes Detroit, Cincinnati, Huntington-Charleston, Indianapolis and other major markets in Michigan and Ohio.

•

Committee of affiliates in Eastern Standard Time zone is now trying to persuade AT&T of importance of providing appropriate facilities for NBC-TV repeats. EST stations are pointing out that there are more than 5 million tv homes that would be affected if EST stations can't take advantage of NBC-TV tape scheduling to keep programs on schedule at accustomed local times during summer.

•

WHA'D HE SAY? • WCCO-AM Minneapolis has developed audio version of subliminal perception. Station is experimenting with what it calls "phantom spots"—short phrases of no more than five syllables each—which are dropped into music and even into pauses in dialogue. In few days of use, new technique reportedly shows promise as aided recall device.

•

Boys at FCC have been viewing Lili St. Cyr movie—but no stag party implications are to be inferred. Commission received couple of letters protesting (but not vigorously) exotic's remarks about marriage in Oct. 5 Mike Wallace interview (she didn't think ceremony was important if you loved the guy), so Commission got kine of show, viewed it, decided it wasn't censorable—although individual commissioners expressed distaste for Miss St. Cyr's casual views on love and marriage.

•

GOING NORTH? • Key ABC executives, including Frank Marx, vice president in charge of engineering, are studying possibility of moving west coast network operations from Los Angeles to San Francisco. It's believed there might be savings in communications charges and other advantages to be gained in moving headquarters to financial capital of West Coast. Program originations would continue to be concentrated in Hollywood.

•

Radio showed up so strongly in recent farm radio survey that Radio Advertising Bureau is going back for another look in greater depth. Survey in three states showed more than half of farm families have three or more radio sets in working order and virtually eight out of ten (78.8%) reported they "listened today." RAB is so impressed it plans new survey in twice as many states and with even larger samples.

•

THE BENCH • There's reserve FCC ready to step in and regulate country's communications in case of war or other disaster which might incapacitate current commissioners. Last week in Washington reservists had first opportunity to get together. Meeting at executive reserve conference was "substitute" FCC—former FCC Chairman Paul A. Porter; former Comrs. E. K. Jett, George E. Sterling, Robert F. Jones; Maj. Gen. Willard S. Paul (USA, ret.), president of Gettysburg College, Gettysburg, Pa., former ODM assistant director in charge of plans and readiness, and Joseph E. Baudino, Westinghouse Broadcasting Co., Washington vice president. Comr. Robert E. Lee is present FCC defense commissioner.

•

Use of Conelrad for disaster warnings is next step in defense program. Arrangements are being made by Weather Bureau, Civil Defense authorities and FCC to permit government agencies to alert whole populations regionally to oncoming storms, hurricanes, tornados, etc., via 640 kc and 1240 kc Conelrad frequencies. FCC Comr. Robert E. Lee virtually promised FCC cooperation in talk to state civil defense directors meeting in Washington last week.

•

A SLEEPER • WCBS-TV New York's early-morning (6:30-7 a.m.) *Sunrise Semester* great books college course, produced in conjunction with New York U., may be syndicated nationally by CBS Television Film Sales. Program surprised industry last month by garnering advertiser in Barnes & Noble bookshop—first time station got "sponsor" that early in day—and it is understood that considerable number of stations (and some advertisers) would like to import *Sunrise Semester* into their markets.

•

Marlboro cigarettes (Philip Morris Ltd.) is emerging as major network tv sports sponsor, its latest buy being one-third of national leg of CBS-TV Saturday afternoon hockey coverage. At same time, network is inching closer to objective of telecasting sports events 52 weekends, year around, with only few blank spots left. Marlboro, which past year has bankrolled baseball, pro football and now hockey, is reportedly considering proposed CBS-TV Sunday afternoon baseball schedule in 1958, though details remain to be worked out.

•

HOLIDAY SPECIALS • NBC-TV understood to be interested in new concept for "specials" created by David Susskind, partner of Talent Assoc., program-package organization. Mr. Susskind's plan is to run 12 one-hour specials with "tie-in thread" of continuity from one show to next with holidays as theme. Each monthly show would feature different holiday.

•

All day conferences in New York and Detroit Friday by network, agency and advertiser officials pointed to sponsorship by Plymouth Motor Corp., Div. of Chrysler Corp., of Bob Hope Show *one-hour specials, five more of which are set for this year and spring of 1958 on NBC-TV. Plymouth will pick up tab dropped by Timex, which bowed out of programs after Mr. Hope appeared on show sponsored in part by competing watch firm. Johnson Motors (Div. of Outboard Marine & Mfg. Co.) has signed for one-half of 1958 special, and Plymouth is understood to have signed for sponsorship of portions still available. Agency: N. W. Ayer & Son, N. Y.*

•

NEW DEAL, NO SALE • Negotiations for MBS to acquire ownership of Don Lee Broadcasting System [NETWORKS, Nov. 4] are virtually concluded with no purchase, no sale, but completely revised affiliation agreement between national and regional networks is expected to be formalized this week. New deal will allow Mutual to expand its programming on West Coast through curtailment, if not full elimination of Don Lee sustaining programming. Don Lee, however, retains its independent identity as regional network and will continue to originate its own programs for west coast listeners and advertisers. As part of new arrangement, MBS is assuming responsibility for all line charges.

KCMO-Radio	**Kansas City**	**810**	**CBS**
WHEN-Radio	**Syracuse**	**620**	**CBS**
KPHO-Radio	**Phoenix**	**910**	**ABC**
WOW-Radio	**Omaha**	**590**	**CBS**

ANOTHER MEREDITH STATION

Joe Hartenbower, General Mgr.
R. W. Evans, Commercial Mgr.

Represented nationally by Katz Agency

KCMO-Radio... one of Meredith's Big 4 . . . All-Family Stations.

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

They Tell Us "No" on Pay Tv—Special survey by The Pulse for BROADCASTING finds anti-subscription television sentiment strong among 1,400 interviewees across the country. Study also poses other questions about fee system. Page **31.**

ADVERTISERS & AGENCIES

Sputniks, Science and (Common) Sense—Monsanto Chemical Co. and Gardner Adv. Co. executives detail reasons why the fifth largest U. S. chemical concern goes into network television Dec. 1. Page **33.**

The Need for Radio Research—Workshop speakers at Advertising Research Foundation conference agree on the reawakened interest in radio, say there's a crying need for more information. Page **34.**

Network-Spot Tv 8.4% Ahead of '56—TvB-Rorabaugh reports debunk reports of slackness in tv. Latest figures show who is spending and how much. Page **46.**

Another Advertiser Merger—Bristol-Myers Co. takes over family-owned Grove Labs. in undisclosed cash and stock agreement which will be approved at Grove stockholders meeting early next year. Merger won't affect multi-agency structure of two broadcast advertisers. Page **40.**

Agency Conference—Eastern meet of American Assn. of Advertising Agencies starts Tuesday in New York. Panel on media strategy and workshop on commercials among the features slated. Page **44.**

Edsel Studies—Commercial impact of a CBS-TV special is researched by both Pulse and TvB (via Qualitative Research Inc.). Both surveys point up imprint of Edsel's features as stressed by commercials on show. Page **41.**

D'Alesandro's Compromise—Baltimore mayor reduces proposed taxes on local advertising media to a total of 6%, but it gets cool reception from those that feel they're facing a discriminatory and "bad" tax, regardless of amount. Page **50.**

For later development, see AT DEADLINE, page **10.**

FILM

NTA Seeks Control of AAP—National Telefilm Assoc., New York, agrees to purchase "more than 50%" of the stock in Associated Artists Productions for estimated $7.5 million and intends to negotiate for remaining stock. When moves are completed, NTA will emerge as possibly the largest distributor of feature films to tv with both 20th Century-Fox and Warner Bros. product. Page **59.**

GOVERNMENT

Rounsaville Replies—Broadcaster answers implications of "trafficking"; says he has never bought and sold stations for profits, but only to upgrade his holdings. Emphasizes public service operations in Negro-programmed stations. Page **99.**

MANUFACTURING

RCA's Radio Planning Manual—"Bible of knowledge" to help educate equipment prospects is to be RCA's big gun in 1958 war for $10 million new-station market, backed up with major barrage of other service-type missiles. Page **83.**

NETWORKS

The Need for Networks in a Sputnik Era—CBS' Stanton says fast communication to the public has become more imperative than ever. He warns that proposals such as those in Barrow report could hamper network system in fulfilling its service. Page **88.**

CBS Inc. Net Income Rises $4.5 Million—Annual report shows gain for first nine months of 1957 to nearly $14 million, ascribed to financial readjustments resulting from discontinuance of CBS-Columbia Div. Page **91.**

OPINION

MR. GUMBINNER

Discontent Breeds Better Commercials—Paul C. Gumbinner says that the creative man who is genuinely satisfied with his finished product is to be pitied. The vice president and radio-tv director of Lawrence C. Gumbinner Agency writes on frustration that inspires better creativity in the MONDAY MEMO series. Page **145.**

TRADE ASSNS.

Tv Code Board Warns—Subliminal perception on television and horror films were targets of NARTB committee as it met with film producers in Beverly Hills, Calif. last week. Page **68.**

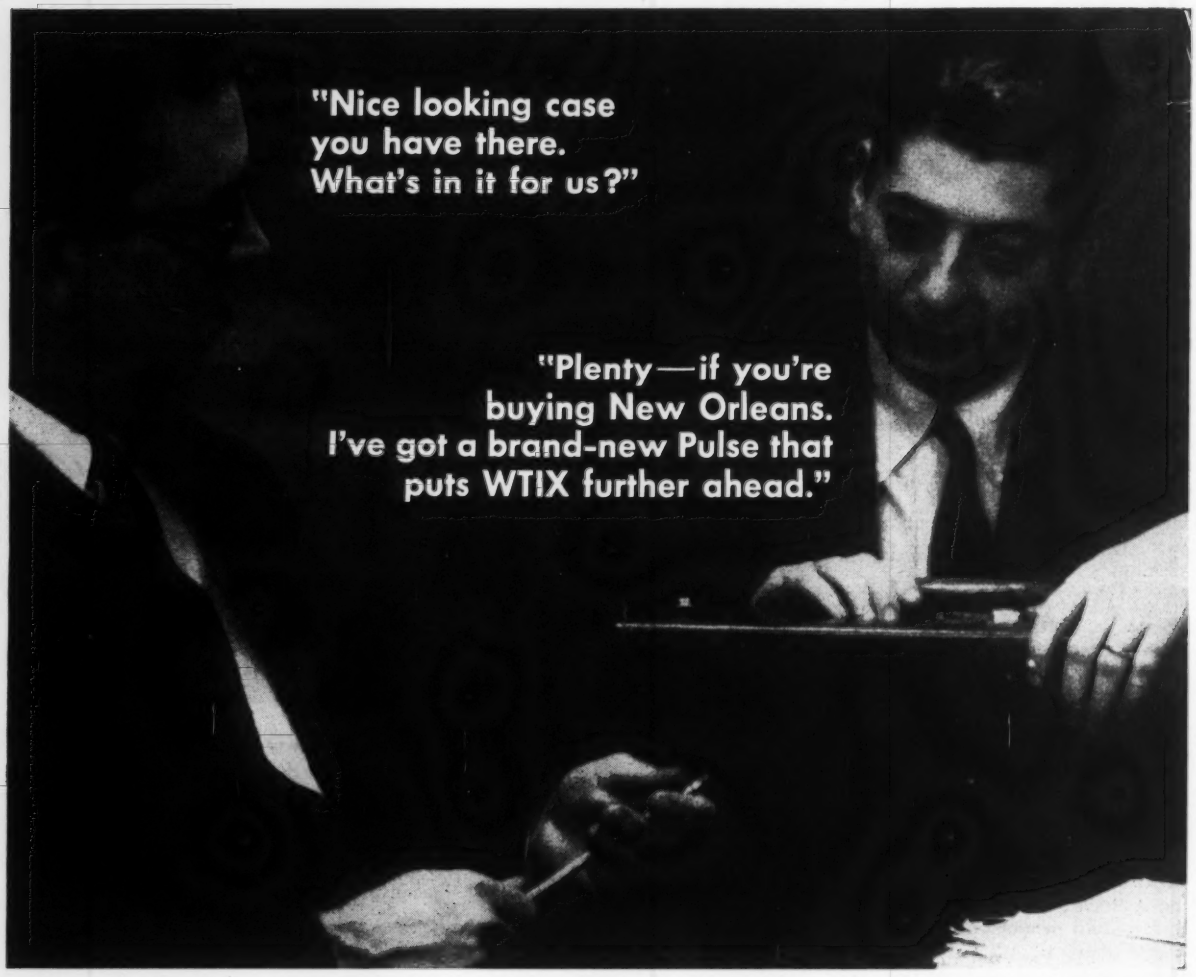
A New Fm Group—Seven stations in Southern California unite in new association. Kiefer becomes permanent chairman. Page **74.**

DEPARTMENTS

ADVERTISERS & AGENCIES	33	OPEN MIKE	18
AT DEADLINE	9	OUR RESPECTS	26
BUSINESS BRIEFLY	54	PEOPLE	120
CHANGING HANDS	96	PERSONNEL RELATIONS	102
CLOSED CIRCUIT	5	PLAYBACK	138
COLORCASTING	92	PROFESSIONAL SERVICES	80
EDITORIAL	142	PROGRAMS & PROMOTIONS	106
FILM	59	PROGRAM SERVICES	66
FOR THE RECORD	127	STATIONS	94
GOVERNMENT	99	TRADE ASSNS.	68
IN REVIEW	14	UPCOMING	136
INTERNATIONAL	116		
LEAD STORY	31		
MANUFACTURING	83		
MONDAY MEMO	145		
NETWORKS	88		

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



The very latest Pulse shows WTIX with an even bigger lead over the next station in 11-station New Orleans—first in the morning, first in the afternoon, and first all day with 21.1%. Hooper continues to give WTIX top audience share in every time period, with a first place 24.1% all-day average.

First place Hooper quarter hours: 200 out of 220.

First place Pulse quarter hours: 281 out of 288.

Storz Station programming ideas and excitement have created a new New Orleans listening habit, which in turn is producing a new New Orleans time-buying habit. Next time the Young man calls, make him tell you the WTIX story. Better still, give him a call—or talk to WTIX General Manager Fred Berthelson.

WTIX

first and getting firster in
11 station

NEW ORLEANS

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

'K. C. Star' Signs Decree To Sell Its WDAF-AM-TV

Kansas City Star Co. signed consent decree Friday in civil antitrust suit agreeing to divest itself of WDAF-AM-TV Kansas City in reasonable time, as well as to end enforced combination subscription and advertising rates for its morning *Star* and evening *Times* editions.

Decree, filed in Kansas City district court, also bars defendants from acquiring any interest in any commercial radio or tv station in Kansas City area except with court approval.

Newspaper firm was found guilty of monopoly and attempted monopoly in February 1955, with company being fined $5,000, and Emil A. Sees, advertising manager, $2,500. Supreme Court refused to review criminal case last summer [GOVERNMENT, June 24].

Generally understood *Star* was asking $10 million for stations, which have been object of negotiations, it has been reported, by Harold F. Gross (WJIM-AM-TV Lansing, Mich.), Time Inc., J. H. Whitney Co. and Cox interests among others.

KRCT Sells for $175,000

Filed Friday for FCC approval was $175,000 sale of 93% of KRCT Pasadena (near Houston), Tex., by W. D. Christmas to John H. Touchstone and Leroy J. Glager. Mr. Touchstone, vice president-general manager of station, already owned 7%, and will become equal-owner with Mr. Glager. KRCT, on 650 kc with 250 watts daytime, listed Sept. 30 balance sheet showing current assets of $24,630, total assets $54,868, current liabilities $3,680, retained earnings from previous years $54,828 and deficit for first nine months of 1957 of $639.

WZOK Is 315th ABN Affiliate

Addition of WZOK Jacksonville, Fla., as affiliate of American Broadcasting Network announced Friday by Carmen Marci, president of Radio Jax Inc., licensee of station, and Edward J. DeGray, ABN vice president in charge of station relations. ABN affiliates now total 315. WZOK uses 5 kw on 1320 kc. Larry Glick is vice president and general manager.

G-T to Buy Newspaper Today

Acquisition of *Pawtucket* (R.I.) *Times* by Goodson-Todman Productions for $3 million [PROGRAM SERVICES, Nov. 11], scheduled to take place today (Monday) after 80% of newspapers' stockholders approved sale last Friday. Goodson-Todman plans additional acquisitions through New England Newspapers Inc., which radio-tv firm controls, including entry into radio-tv station ownership. Mark Goodson and William S. Todman began radio production firm in 1945, went into tv in 1947.

NARTB Becomes NAB Jan. 1; Vote: 1,227 to 35 in Favor

Name of National Assn. of Radio & Television Broadcasters reverts to National Assn. of Broadcasters on Jan. 1, it was announced Friday following count of mail referendum among members. Total of 1,227 favored shorter name, 35 opposed it.

Founded in 1922 as NAB, organization changed to NARTB in 1951 following merger with Television Broadcasters Assn. NARTB board of directors last June unanimously approved change back to NAB, subject to membership vote. Change was discussed at series of eight regional conferences which concluded last month.

NARTB is composed of 1,727 radio stations, 319 tv outlets, four national radio networks and three tv networks along with 117 members from allied fields.

U. S., Mexico in Tv Talks

U. S. and Mexican officials scheduled to meet today (Mon.) to begin discussions on allocation of uhf tv channels along border. Meetings, expected to last several days, will be at FCC, with Comr. Rosel H. Hyde for FCC, and Sr. Carlos Nunes for Mexican Ministry of Communications and Public Works. Agreement between U. S. and Mexico on vhf channel spacing along border was reached in 1951 and amended in 1952. In existence is agreement with Canada concerning both vhf and uhf allocations along northern border.

NBC Changes Pittsburgh Calls

Change of call letters, effective today (Mon.), for NBC's newly acquired WJAS-AM-FM Pittsburgh, station General Manager H. W. Shepard announced Friday. New calls are WAMP and WFMP (FM), letters representing "am" and "fm" outlets with "P" signifying city. NBC acquired outlets Nov. 1.

CAMPAIGNS FOR AUTO FM

WRFM (FM) New York, to encourage auto manufacturers to install fm receivers in new car models, has begun daily spot campaign urging listeners to write to presidents of major auto makers on subject of fm radio as standard car equipment. Station is seeking aid of all other fm stations by distributing sample spots. Selvin Donneson, station sales manager, points out that if each fm outlet could stimulate ten letters weekly "the campaign would produce more than a quarter of a million letters in a single year." Spots give specific auto manufacturers' addresses on rotation basis.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

HOLDOUT TO END • Sterling Silversmiths Guild, N. Y., statewide association of leading silverware companies, in its first use of consumer advertising since the 1920's, understood to have chosen radio as its sole consumer medium and will invest $400,000 in spot radio throughout country and on NBC Radio's *Monitor* on Saturdays. Campaign to last 13 weeks and set to break shortly. Copy will be slanted toward young people and promote silverware in general, tying in with print media used by individual companies. Agency: Fuller Smith & Ross, N. Y.

REYNOLDS LOOKING • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., understood seeking availabilities for spot tv campaign to break in major markets beginning of year for 26 weeks. Client considering sponsorship of half-hour programs on alternate week basis, seeking nighttime periods. Agency: Wm. Esty Co., N. Y.

MULLS RADIO SPOT • Penick & Ford (My-T-Fine desserts), N. Y., considering radio spot schedule which, if approved, will break in January. BBDO, N. Y. is agency.

ACCENT ON NEWSCASTS • Lever Bros., N. Y., buying all available five-minute newscasts on MBS starting this past weekend and running through Dec. 31 for Pepsodent toothpaste and Dove hand soap. Minimum of 150 newscasts being cleared. About $100,000 will be spent through Foote, Cone & Belding (Pepsodent) and Ogilvy, Benson & Mather (Dove), both N. Y.

RIBBON SPOTTING • Burlington Narrow Fabrics Div. of Burlington Industries Inc., N. Y., for Christmas ribbons, will begin spot schedules Dec. 9 for five days in 68 tv markets and 27 radio markets. Chain breaks on women's daytime shows and late evening minutes will be used in tv and morning spots in radio. Ben Sackheim Inc., N. Y., is agency.

AIMS AT FARMS • Kendall Mills, Walpole, Mass., for Tobacco Plant bed covers, beginning 8-10 week radio spot schedule in 34 markets Dec. 1 on morning farm programs. H. B. Humphrey, Alley & Richards, Boston, is agency.

MORE FOR ASPIRIN • National Brands Div. of Sterling Drugs (Bayer aspirin), N. Y., reportedly adding tv spots in undisclosed number of markets, starting later this month for balance of contract year (ends next October). Agency is Dancer-Fitzgerald-Sample.

at deadline

CBS-TV Plans 23 Ampex VTR's To Overcome Time Differentials

CBS-TV will use 23 Ampex videotape machines, some of them modified to handle color, to enable virtually all affiliates to receive network programs at their accustomed clock hours during next year's daylight saving time period. Network also will use videotape to handle west coast repeats year-round.

Details, filling in plans sketched to Affiliates Advisory Board last September, were given officially to CBS-TV affiliates Thursday by closed circuit, it was learned Friday. Plan calls for tape centers in New York (14 Ampex machines) and Hollywood (nine machines). New York center will operate during DST period, feeding delayed broadcasts to both eastern and central zone stations remaining on standard time. Hollywood center will service west coast stations and also, year-round, replace kinescopes in handling of west coast repeats. Owing to shortage of transcontinental circuits, mountain zone stations during DST period will get some west coast delayed feeds and some live telecasts and accordingly will encounter some program shuffling as in past DST periods.

CBS-TV officials estimated cost of Ampex machines, additional circuits and operating costs through 1958 would come to more than $3 million. They anticipate approximately 600 hours of videotape operations per week (recording plus playback). Use of videotape to replace kinescopes on west coast repeats also will become effective with start of DST period, end of next April.

Network officials appeared confident of videotape recorders' future adaptability to color.

CBS-TV disclosure followed by week announcement of similar plans by NBC-TV, using new RCA color videotape equipment along with Ampex units [NETWORKS, Nov. 11], but CBS-TV authorities noted they had briefed their Advisory Board on general plan at Labor Day meeting but refrained from notifying on details till AT&T had given reasonable assurance that circuits would be available.

Ampex Delivers Station Units

Ampex Corp. will deliver first production model, VR-1000, of videotape recorder Nov. 26 to KING-TV Seattle, second to KGW-TV Portland, Ore. (under same ownership). Models in use at tv networks are prototypes, not production models. More than 100 videotape recorders will go to stations as rapidly as Ampex can produce them, company said, promising that before end of 1958 new electronic device will be available enabling VR-1000's to record color as well as black-and-white programs.

First RCA Color Tape Recorder For Local Use Sold WBTV (TV)

First RCA color tv tape recorder for use in originating local color and black-and-white programs purchased by WBTV (TV) Charlotte, N. C., according to Friday announcement by Thomas E. Howard, engineering vice president of Jefferson Standard Broadcasting Co., and E. C. Tracy, manager, broadcast and tv equipment department, RCA.

Mr. Tracy said that unit, custom-built in advance of production equipment, will be delivered in September 1958 at cost of $96,000. Pre-production unit is seventh engineering prototype slated for delivery next year. Six others were previously bought by NBC for spring delivery at new "Tape Central" being planned for Burbank, Calif., studios.

Asks Multiplexing Rule Change

Another request to FCC to revise multiplexing rule for fm stations specializing in functional music programs filed—this by Market-Casters Inc., franchise holder feeding music, news, weather service to 149 Seattle, Wash., super markets via KING-FM. Petition asked multiplexing requirement—which comes into force Jan. 1—be amended to permit, but not require, multiplexing after that date. If required to multiplex, petition said, Seattle audience would lose benefits of good music broadcasts. Same request made by WPEN-FM Philadelphia and KITE-FM San Antonio [GOVERNMENT, Nov. 11, 4]. However, there has been some opposition to this position (see page 102).

Allen Sworn in as USIA Head

Career diplomat George V. Allen sworn in Friday as director, United States Information Agency. Oath given by Sherman Adams in early morning White House ceremony. Mr. Allen, retiring U. S. Ambassador to Greece, was chief of Voice of America when overseas broadcast service was under State Dept. He succeeds Arthur Larson, upped to be Presidential assistant.

ADDS BERLIN TOUCH

Claimed to be a first for Irving Berlin, composer's music with specially written lyrics will be offered for commercials on Pontiac's *Annie Get Your Gun* on NBC-TV Nov. 27, MacManus, John & Adams, N. Y., Pontiac agency, announced Friday. Music for commercials is from show score and will be integrated with show, according to agency Tv Vice President Mark Lawrence.

PEOPLE

LOY HANNA, formerly account executive and director of new business of Erlich, Neuwirth & Sobo, N. Y., to Gore Smith Greenland Inc., N. Y., as group account supervisor and plans board member.

JOHN PEACE, with William Esty Co., N. Y., since 1941 and a vice president and a director, appointed chairman of newly-formed "operating committee" at agency.

KENNETH KELLER, formerly assistant to executive vice president, Bristol-Myers, to assistant vice president and director of sales promotion, Pharmaceuticals Inc., N. Y.

Total 6% Tax on Advertising Adopted by Baltimore Council

Baltimore City Council late Friday adopted twin proposals placing 4% gross sales tax on advertising media and 2% levy on gross income of media (early story, page 50).

Advertising Federation of American board assailed adoption by Baltimore City Council of advertising taxes. AFA board charged this "ill-advised action can endanger economy of entire nation," affecting jobs of many wage-earners employed in mass production industries dependent upon advertising.

SAG Tv Residuals Set Record

Screen Actors Guild in year ending Oct. 31, 1957, collected and distributed to members 39,601 checks totaling $2,576,491 in residual payments on tv entertainment films. This represented more checks and more money than in three preceding years combined, Kenneth Thomson, SAG tv administrator, reported Friday at annual membership meeting. Since December 1953, SAG members have received $4,790,618 in tv residuals. Leon Ames was installed as president.

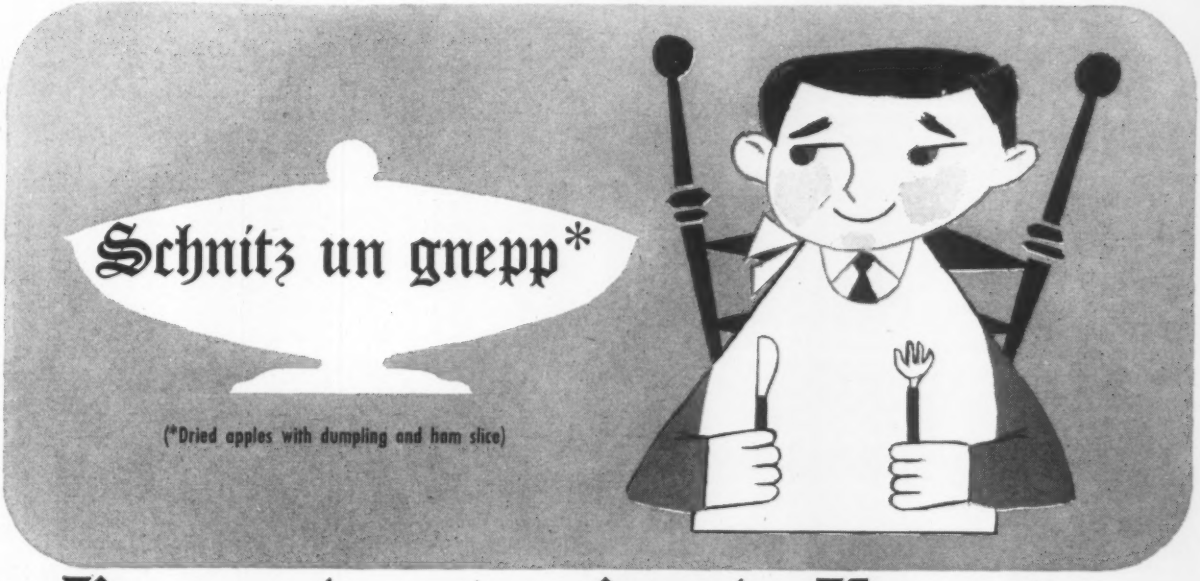
Establishment of health, accident, welfare and pension plan for SAG members will be guild's principal proposal when next negotiations with theatrical and tv film producers start in about two years.

Pay-Tv Showing Set

International Telemeter Corp. (Paramount Pictures subsidiary), after showing its pay-tv system in Los Angeles and New York, opens third set of demonstrations at Miami Beach this Wednesday where Theatre Owners of America and Theatre Equipment & Supply Mfrs. Assn. are holding trade show.

CBS-TV to Cut 7-8 A.M.

After three years of trying to program 7-8 a.m. Monday-Friday time successfully, CBS-TV is going to abandon that effort. *Jimmy Dean Show*, currently keystone program in that slot, will be dropped after Dec. 13 broadcast, and CBS-TV will start networking at 8 a.m., effective Dec. 16, according to announcement Friday by President Merle S. Jones. *Capt. Kangaroo* will continue at 8-8:45 a.m. with *CBS Morning News* at 8:45-9 a.m.



Pennsylvania Dutch Favorites

THE VIEWING IS "WONDERFUL GOOD"

Viewers are eating it up...WLBR-TV's great programming. Proof from Trendex:

	Average Rating	*Share of Audience*
WLBR-TV	**16.2**	**32.6**
WGAL-TV	21.4	43.0
WHP-TV	3.1	6.2
WTPA-TV	2.8	5.7

LEBANON-LANCASTER-HARRISBURG-YORK
...AMERICA'S NUMBER 1 UHF MARKET

THE COST IS "WONDERFUL LOW"

And smart timebuyers are discovering that WLBR-TV delivers LEBANON, LANCASTER, HARRISBURG and YORK at ONE-SIXTH the cost of nearest competitor! Blair-TV Associates has the amazing, dollar-saving facts.

Source: Trendex, Five-City Area, August 1957

A TRIANGLE STATION

WLBR-TV

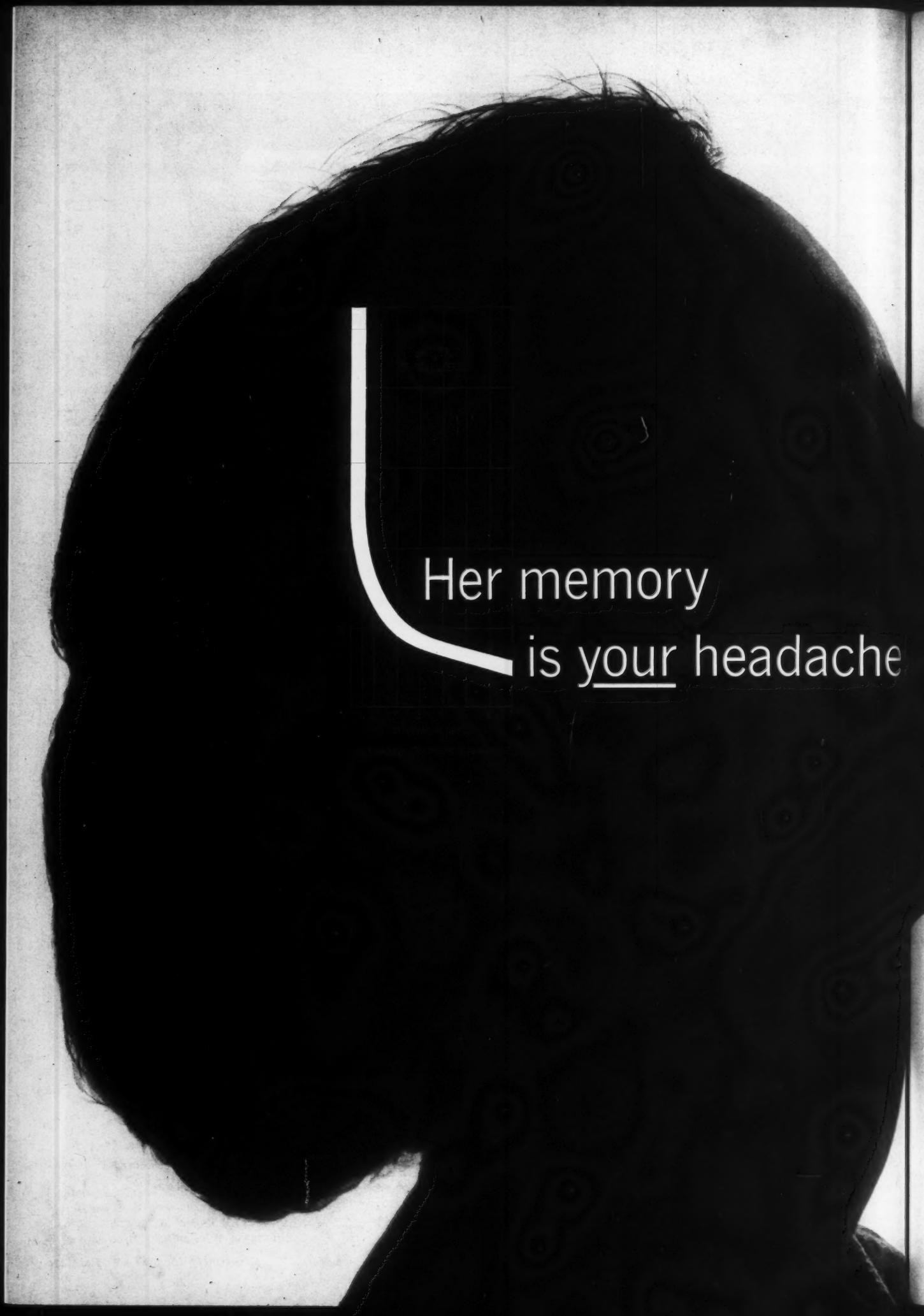
LEBANON—LANCASTER, PA.

Channel 15

INDEPENDENT • WORLD'S BEST MOVIES

Blair Television Associates, Inc.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa. **WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa. **WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa. Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York


Her memory
is your headache

And the remedy for one is the remedy for both! ***Talk to her more often.*** Her memory's too short for once-or-twice-a-month messages alone to register. Every advertiser knows this. The question is how to step up your advertising frequency today — at efficient costs. The answer is with CBS Radio daytime drama. Where as little as ***$10,000 delivers 20.7 million commercial-minute impressions a week — 3.2 impressions on each of 6.4 million listeners.*** And, equally important, where your product story is delivered to an audience tuned in on purpose... to listen. THE CBS RADIO NETWORK

That's why drug product advertisers like Carter Products Inc., The Mentholatum Company and Pharma-Craft Company buy daytime dramatic serials on CBS Radio, to deliver their selling messages to an attentive housewife audience, on shopping days.

TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

ADVENTURE

STORY

HOUR

Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

IN REVIEW

THE FABULOUS INFANT

The first decade of television came under the scrutiny of NBC-TV's *Wide Wide World* a week ago yesterday (Sunday). Unfortunately, *WWW* did not focus a really scrutinizing eye on "The Fabulous Infant" and it is just this kind of quasi-journalistic endeavor—loose and uncertain—that hinders the youngster's potential growth.

The trouble with this particular entry—as with other *WWW* treatments in the past—is that Pat Weaver's original brainchild just cannot seem to make up its mind where it wants to go and how it wants to get there. Its very flexibility is its Achilles' Heel; as the mechanical age's "roving correspondent," it is always roving, never stopping long enough at one place to dig into the essentials of the story. Here again, its intent was continually on "the big picture"; consequently, it often missed the littler and far more interesting shots.

In "The Fabulous Infant"—a joint network venture in that both CBS-TV and ABC-TV cooperated in providing old kinescopes—*WWW* faced no shortage of time or material, yet for some unfathomable reason, it missed the point of its own story.

Yet, it ignored, to all intents and purposes, the tv commercial; it said nothing about the writers introduced by television, the sociological effects of television on the home, on education and on science, nor of the economic impact on Hollywood (in terms of shuttered film palaces) and the baseball diamond (as illustrated recently by the transcontinental move of the Dodgers and Giants to pay-tv land). It dismissed the tavern whence tv staggered into millions of living rooms, and missed the true significance of the Kefauver, McCarthy and other hearings shown by not explaining that, as a result of the merciless glare of the klieg light and the unrelenting stare of the camera eye, public figures have had to adopt a new code of conduct or reckon with a force known as the national conscience.

Instead, it chose to dawdle backstage at NBC's Studio 6B where on June 8, 1949, Milton Berle made himself an American institution; a temporary one, at least, for now the fading and no longer ebullient comic talked about the "good old days" when nothing went right and about the immediate need now for new talent. *WWW* then whisked out to Las Vegas to let rising comic Ernie Kovacs reminisce about *his* ups and downs; then *WWW* hopped here and there—KMTV (TV) Omaha, WBZ-TV Boston and KYTV (TV) Jefferson City (all NBC-TV affiliates)—to look in on local programming. Still later, it zoomed out to Hollywood for a 90-second commercial by Jack Webb for Jack Webb, hung around long enough to transport viewers backstage to *Matinee* and from there took them on a whirlwind (montage) tour of the carpentry shops, make-up rooms, master control, etc.

It was only toward the end that *WWW* paused in its aimless resume of 10 years to come up with some food for thought. Wisely and commendably, producers Barry Wood and Herb Sussan carried some no-holds-barred comment from outstanding tv critics: Harriet Van Horne of the *New York World Telegram & Sun* who touched on the "vulgar excesses" of both comics and commercials, and Hal Humphreys of the *Los Angeles Mirror-News* who contended that by allowing advertisers to dictate program tastes and tv standards, the fabulous infant has grown some "barnacles" on its baby bottom.

Obviously, there was something to what Mr. Humphreys said. It was just as obvious that NBC (thanks to the cooperating rivals) had on hand documentation to both prove and challenge Mr. Humphreys' statement; it's a pity the network couldn't have made better use of it and, by having done so, come up with a fair and balanced documentary on the first 10 years.

Production costs: $200,000.
Sponsored by General Motors Corp. through MacManus, John & Adams on NBC-TV, Sun. Nov. 10, 4-5:30 p.m. EST.
Executive producer: Barry Wood; producer: Herbert Sussan; host: Dave Garroway; director: Van Fox; writer: Lou Salaman; technical supervisor: Cliff Paul.

HIGH ADVENTURE

With experienced traveller-movieman Lowell ("Cinerama") Thomas as guide, the opener in this monthly one-hour CBS-TV series was devoted to a thoroughly fascinating excursion through the wilds of "uncontrolled" New Guinea, up into the May River area, "10,000 miles from New York—10,000 years away in time."

The five-week *High Adventure* expedition journeyed deep enough into the interior for Australian authorities (who administer the island with restraint and wisdom) to warn that here the natives, upon but slight provocation, would "kill one another, eat one another and cut one another's heads off." Such unabashed violence is even more of a threat to the white intruder.

With his radio sponsor Delco as an unobtrusive host, Mr. Thomas and colleagues managed to witness and film an ancient native initiation rite, a patently unfair crocodile hunt (numerous natives against a single baby croc) and the quiet courage of one Peter O'Sullivan, Australian district officer, who constantly treads the edge of danger, attempting to maintain peace among a primitive people.

Although only the more imaginative viewers could have worried about Mr. Thomas' safety (the broadcasting veteran looked more unconcerned than frightened) the program did have its share of exciting sequences. If future *High Adventures* develop as well, the series should easily capture season's top honors in the network travelogue category.

Production costs: Approximately $250,000.
Sponsored by Delco Div. of General Motors Corp. through Campbell-Ewald on CBS-TV, Tues. 9-10 p.m. EST. Started Nov. 12 on film from New York.
Star and narrator: Lowell Thomas
Executive producer: Gilbert A. Ralston; director: Lee Robinson; story editor: Judith

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO

LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS

Television wasn't in the picture—back in 1923—when Y & R started in business with the basic idea of resisting the usual.

Today with TV commercials calling for more and more ingenuity and imagination, it's still a good principle to follow —if you want your commercials to stand out above the rest, and get the increased attention that leads to increased sales.

Delivering
MORE
MORE
MORE
on channel 4

Your Katz Representative
will tell you more
about channel 4
WWL TV
NEW ORLEANS CBS IN THE CRESCENT CITY

Bublick; production associates: Milton A. Fruchtman, James L. Caddigan, Jay Cavill; produced by Odyssey Productions Inc.

BOOKS

THE HARCOURT, BRACE AWARDS, BEST TELEVISION PLAYS 1957, Edited by William I. Kaufman; Harcourt, Brace & Co., New York. 303 pp. $5.75.

Rod Serling's "Requiem for a Heavyweight," cited often as the most outstanding tv play in 1956, was first prize winner of the Harcourt, Brace Awards. The drama leads off the collection *Best Television Plays 1957*, which is a volume of the Harcourt, Brace award winning plays edited by NBC sales representative William Kaufman and published a fortnight ago. "Cracker Money," by Steven Gethers and "The Five-Dollar Bill," by Tad Mosel are the second and third prize winning plays, appearing in the volume along with four other complete plays of the 1956-57 season. The editor has included a television script market list and a roster of literary agents specializing in the tv market.

THE WRITERS GUILD OF AMERICA PRESENTS: THE PRIZE PLAYS OF TELEVISION AND RADIO 1956. Random House 457 Madison Ave., New York City; 309 pp. $5.

Not all television is as bad as one would believe from reading tv review pages. And while some may think that selections by writers of the best of their colleagues' work is like the blind reading the blind, the fact remains that (a) these plays *are* good and (b) the guild did not rely only on script writers as judges. Among them are director John Frankenheimer, CBS script editor Ed Roberts, former *New York Post* critic Jay Nelson Tuck, tv comics Groucho Marx and Jerry Lewis, social critic Gilbert Seldes, ABC newscaster and Vice President John Daly, playwright Clifford Odets, novelist A. B. Guthrie Jr., and actors Jim Backus, Nina Foch and Ronald Colman.

Plays included are Rod Serling's "Requiem for a Heavyweight" (CBS-TV's *Playhouse 90*); J. Harvey Howell's "Goodbye, Gray Flannel" (NBC-TV's *Robert Montgomery Presents the Schick Television Theatre*); George Roy Hill's and John Whedon's "A Night to Remember" (NBC-TV's *Kraft Television Theatre*); Allan Sloane's "Bring on the Angels" (*CBS Radio Workshop*); Leonard Stern's and Sydney Zelinka's "The $99,000 Answer" (CBS-TV's *The Honeymooners* with Jackie Gleason); Kenneth Kolb's "She Walks in Beauty" (NBC-TV's *Medic*); James Elward's "Paper Foxhole" (NBC-TV's *Kraft Television Theatre*); Stanley Niss' "The Penny (CBS Radio's *The 21st Precinct*); Robert S. Greene's NBC Radio documentary *Decision for Freedom;* Si Rose's sketch for the Nov. 27, 1955, *Edgar Bergen Show* on CBS Radio; Thelma Robinson's "The Visitor" (CBS-TV's *Lassie*) and the contributions of gag writers Hal Kanter, Howard Leeds, Harry Winkler and Everett Greenbaum to the Nov. 12, 1955, *George Gobel Show* on NBC-TV.

She's
your lady
in waiting...
waiting for your
buying
suggestions.
When you whisper
sweet somethings
to her via KOIN-TV,
she listens and
reacts in Portland
and 30 surrounding
Oregon and
Washington counties.
The gentlemen from
CBS-TV Spot Sales
tell an intriguing tale
about her buying habits
. . and about KOIN-TV's
persuasive ratings.

Place your message where it gets results!

RIGHT IN THE HEART OF THE RICH ROCHESTER AREA!

Your sales message *scores* when you send it soaring through the air-waves via WHEC, the station that's *way* out in front in Rochester! Competing with five other local stations, WHEC rates FIRST in *51 out of 72 daily quarter-hours*—has an *average share-of-audience of 26.7%!* (Latest Rochester Metropolitan Area PULSE report, March, 1957).

BUY WHERE THEY'RE LISTENING

CBS **WHEC** of Rochester
NEW YORK
5000 WATTS

Representatives: EVERETT-McKINNEY, Inc., New York, Chicago; LEE F. O'CONNEL CO., Los Angeles, San Francisco

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —

*Occupation Required

OPEN MIKE

'Read by the Majority'

EDITOR:

In the short week that has elapsed since my MONDAY MEMO was published Nov. 4, I have had innumerable comments, letters and phone calls referring to it. This large response proves what I have always felt—that BROADCASTING magazine is not only seen but read by the majority of those concerned with broadcast advertising.

Jeremy D. Sprague
Timebuying Supervisor
Cunningham & Walsh Inc.
New York

The South Will Rise Again

EDITOR:

The United Daughters of the Confederacy, meeting in Richmond, Va., the capital city of the Confederacy, for their annual national convention and for the dedication of their new National Headquarters Bldg., attended a screening of a tv series based on the life and exploits of one of the Confederacy's greatest heroes, Col. John S. Mosby.

The dear old ladies, about 500 of them, cheered themselves hoarse and several times attempted a quavering version of the rebel yell.

Vic Bikel of CBS Film Sales awarded the President General a framed scroll appointing her an Honorary Colonel of Mosby's Raiders. She nearly fainted from the excitement and several of the ladies present offered her a whiff of their smelling salts. Oh, it was a great time for the South, suh!

Do you think *The Gray Ghost* will have any trouble garnering a real rating on WRVA-TV, ch. 12, Richmond?

John L. Stone Jr.
Promotion Manager
WRVA-TV Richmond, Va.

News Reporting Is a Trust

EDITOR:

Re "The Way to Equality" [EDITORIAL, Oct. 21], there should be no concern by broadcast newsmen because print reporters requested separate interviews with travelers at Idlewild airport. . . . The very fact that broadcast newsmen can interview on this semi-exclusive basis should give them an additional incentive to provide on-the-air scoops, not only by the immediacy of their medium but in subject matter as well.

Prohibiting broadcast newsmen from public events is quite another matter. Any infringement on the people's right to know is contrary to the public welfare and should be so appraised by all newsmen. The relative qualifications of the reporters covering the public events have no bearing whatsoever on the principle involved.

The slow progress you speak of by some stations to accept their "journalistic responsibility" is because they do not realize what good journalism is, why good journalism is

KRON is TV in SF

San Franciscans are sold on KRON-TV

HI-RATED MINUTES
in
NBC NEWS
Available 6:15 P.M.

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

Brightest Screen
in Central and Eastern
NORTH CAROLINA
for sales results

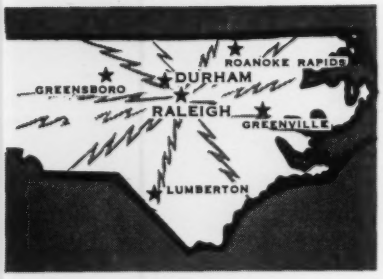
WRAL-TV
NBC CHANNEL 5
RALEIGH, N. C.

HERE'S WHY IT'S YOUR BEST BUY:

MORE VIEWERS

No. 1
in every ARB survey of the
Raleigh-Durham area

MORE COVERAGE



. . . a total of more than
2 Million Population

18% more for your money than Station A
217% more than Station B

Get the full picture
on
WRAL-TV
TOP POWER CHANNEL 5
RALEIGH NBC N. C.

Represented by H-R

necessary, nor even that good journalism is a public trust. It is of the utmost necessity and importance to obtain trained newsmen and to have news broadcasting included as a major subject in journalism schools. It is of primary importance to establish news seminars now for both current station newsmen and station management to help them both understand that they must fulfill those responsibilities to the public guaranteed by the Constitution, and not merely fulfill those responsibilities required by the FCC. . . .

To editorialize merely to attempt to "command the respect of public officials," or to "become a force" in the community, or to use the editorials only as a "mechanism that can fight back," would only indicate a lack of understanding of the public trust that makes editorializing necessary.

William J. Wiggins
Director of Promotion & Advertising
WTOP Washington, D. C.

Fm Tuners Via Tv

EDITOR:

It is a shame the way we (or somebody) have let fm die. Fm radio that is.

Couldn't you or the broadcasters, or both, petition Electronic Industries Assn. (again, or somebody) to urge television receiver manufacturers to incorporate fm in all new television sets? There is a lot of blank spectrum (as far as commercial radio and tv is concerned) between tv ch. 6 (82-88 mc) and ch. 7 (174-180 mc). Our fm broadcast band begins right where ch. 6 stops. Why couldn't the fm band be added to tv tuners right here? Fine tuning would be used for "bandspread." Tv antennas are broad-banded enough to serve for fm as well as normal tv reception. Switching to the new "fm channel" could also kill the tv horizontal oscillator section as well as other not needed circuits, or a separate "tv-fm" switch could be incorporated.

Actually, this fm feature incorporated in new tv sets would cost the manufacturer less than a dollar. But look what a shot-in-the-arm it would give fm radio. (And, too, modern television sets are "hotter" than the run-of-the-mill fm sets and therefore reception should be excellent).

Ed Howell
Technical Supervisor
WMIX-AM-FM Mt. Vernon, Ill.

Lads in Uniform Tuned in, Too

EDITOR:

Your article [INTERNATIONAL, Oct. 7] which deals with transmission of the World Series to many parts of the world . . . is far from complete.

Armed Forces Radio & Television Service, for the third year in a row shipped kinescope recordings to all Armed Forces Television Service outlets overseas (23 in all parts of the globe). All received the film within 24 to 48 hours after the game.

More than 100 radio stations are in the Armed Forces Radio Service. There are

9

THE
FAMILY
of
DENVER

Denver families buy the products and services they see advertised on KBTV because KBTV is the *only* Denver station programmed for the *entire* family . . . For the highest-rated *one-minute* availabilities, Daytime or Nighttime in Denver, see Peters, Griffin, Woodward, Inc. NOW!

KBTV
Denver's Family Station 9
John C. Mullins, President
Joe Herold, Station Manager

RCA-7037—The New Standard in Color Camera Tubes. More than twice the average sensitivity of any previous color Image Orthicon—in each channel of color-camera systems

new

IMAGE ORTHICON

for Color

You are looking at the new RCA-7037, an improved image orthicon that has much higher sensitivity—will outperform and outlast any other image orthicon—and retain high sensitivity throughout life.

Here are a few of the outstanding advantages of this new tube: (1) Higher effective sensitivity to red, green, and blue permits reduction in lighting level or lens aperture, (2) Increased ratio of blue to red sensitivity provides better balance of the effective sensitivity between color channels with incandescent lighting, (3) A new "stabilized" target greatly reduces any tendency toward an increase in picture "sticking" throughout the life span of the tube—*and thus makes possible more hours of service and lowered camera operating cost,* (4) Super-Dynode design insures freedom from dynode burn, (5) Micro-Mesh does away with defocusing to kill moiré and mesh pattern, and allows full aperture correction to improve picture-detail contrast.

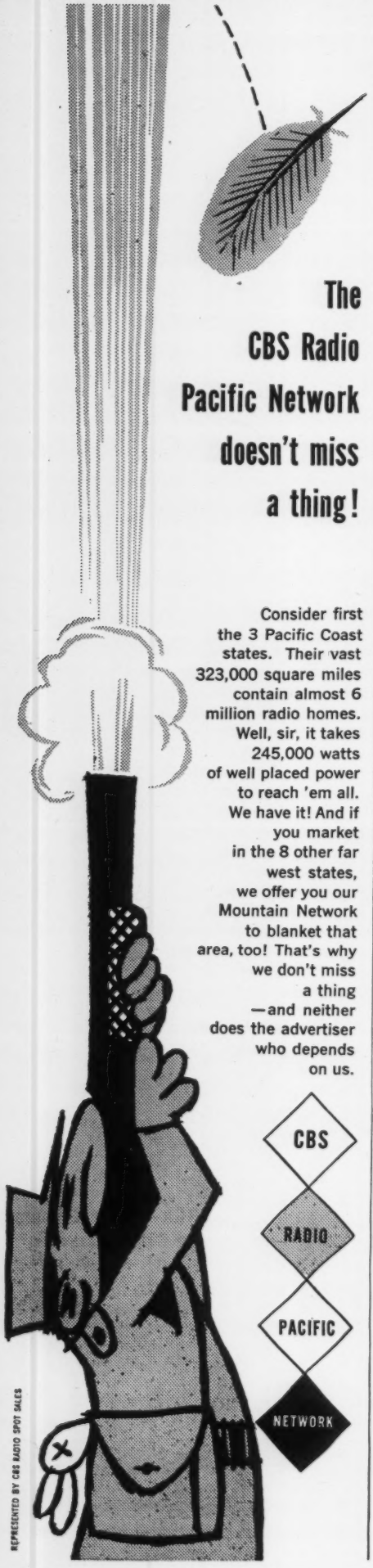
RCA-7037 can be used in place of Type 6474 in all modern color-TV cameras—without changing color filters. RCA-7037's are available now—from your RCA Industrial Tube Distributor. For a technical bulletin, write RCA Commercial Engineering, Sec. K-13-0, Harrison, N. J.

How RCA-7037 can improve your Color Operations

- Reduces operating costs 3 ways—
  —in lower studio lighting costs, both initially and throughout tube life
  —in lower air-conditioning costs in station studios
  —in lower camera-operating costs
- Gives you greater freedom in staging and lighting techniques
- Delivers longer tube life
- Provides "stabilized" target operation
- Extends tube pro-rata warranty from 350 to 500 hours
- Extends 100% tube warranty from 15 hours to 50 hours

RADIO CORPORATION OF AMERICA

® Electron Tube Division — Harrison, N. J.


The
CBS Radio
Pacific Network
doesn't miss
a thing!
Consider first the 3 Pacific Coast states. Their vast 323,000 square miles contain almost 6 million radio homes. Well, sir, it takes 245,000 watts of well placed power to reach 'em all. We have it! And if you market in the 8 other far west states, we offer you our Mountain Network to blanket that area, too! That's why we don't miss a thing —and neither does the advertiser who depends on us.
CBS
RADIO
PACIFIC
NETWORK
REPRESENTED BY CBS RADIO SPOT SALES

many closed-circuit radio outlets as well as wired audio systems in service hospitals everywhere. To these the Series is carried via shortwave radio from both New York and Hollywood (by transmitters ranging from 50 kw to 200 kw).

Added to your article, [this] indicates true world coverage.

James H. Rose
Lt. Col., USAF
Officer in Charge
AFRTS, Los Angeles

Orienting an American's Views

EDITOR:

I would like to correct Steve Parker [INTERNATIONAL, Sept. 2] about tv business in Japan.

First, Fuji cigarettes is not an advertiser but a brand name. So, if he speaks of "big advertisers," it should be Japan Monopoly Corp. [tobacco industry in Japan is a monopoly].

Second, he maintains titling is impractical since it requires vertical insertion and is done only on Ziv's *Cisco Kid* or CBS-TV Film Sales' reruns of *I Love Lucy*. On the contrary, titling here is either vertical or horizontal and, in fact, is done horizontally for *I Love Lucy*.

Third, Mr. Parker said, "rare are the times when a tv show gets on or off on time." There is absolutely no such thing happening as a 7:30 show getting underway at 7:55 [as Mr. Parker reports].

Also he doubts that the industry will ever match the home impact of U.S. tv. It sure does! The first commercial tv station in Japan, Nihon Tv Network, came up with the idea of installing [public] tv sets to attract people and popularize tv and build up audience. Seeing the results, bars, restaurants and beer gardens started installing tv sets. Once the people can afford a tv set, they come straight back home to watch tv.

Bunji Nagakiyo
Producer, News Section
Nihon Tampa Hoso
Japan

Maverick Was in Omaha

EDITOR:

Aware of your addiction to accuracy, I am prompted to report that the statement that James Garner "reportedly made his first personal appearance" at the Maverick calf scramble in Dallas [PROGRAMS & PROMOTIONS, Oct. 21] is obscured by the facts.

KETV (TV) hosted Garner more than a month ago in a daylong Maverick celebration Sept. 21. He made numerous personal appearances, including those as the star of a two-mile-long parade, was honored guest at Boys Town, and participated in a "Meet Maverick" get-together with hundreds of local youngsters.

Robert F. Coats
Promotion Manager
KETV (TV) Omaha, Neb.

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James Montagnes

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HABIT STATION

'round the clock
...all 'round Detroit

WJBK

RADIO

Michigan's Most Powerful Independent Station •
10,000 watts day • 1,000 watts night • 1500 KC •
AM-FM • Tops in News, Music and Sports

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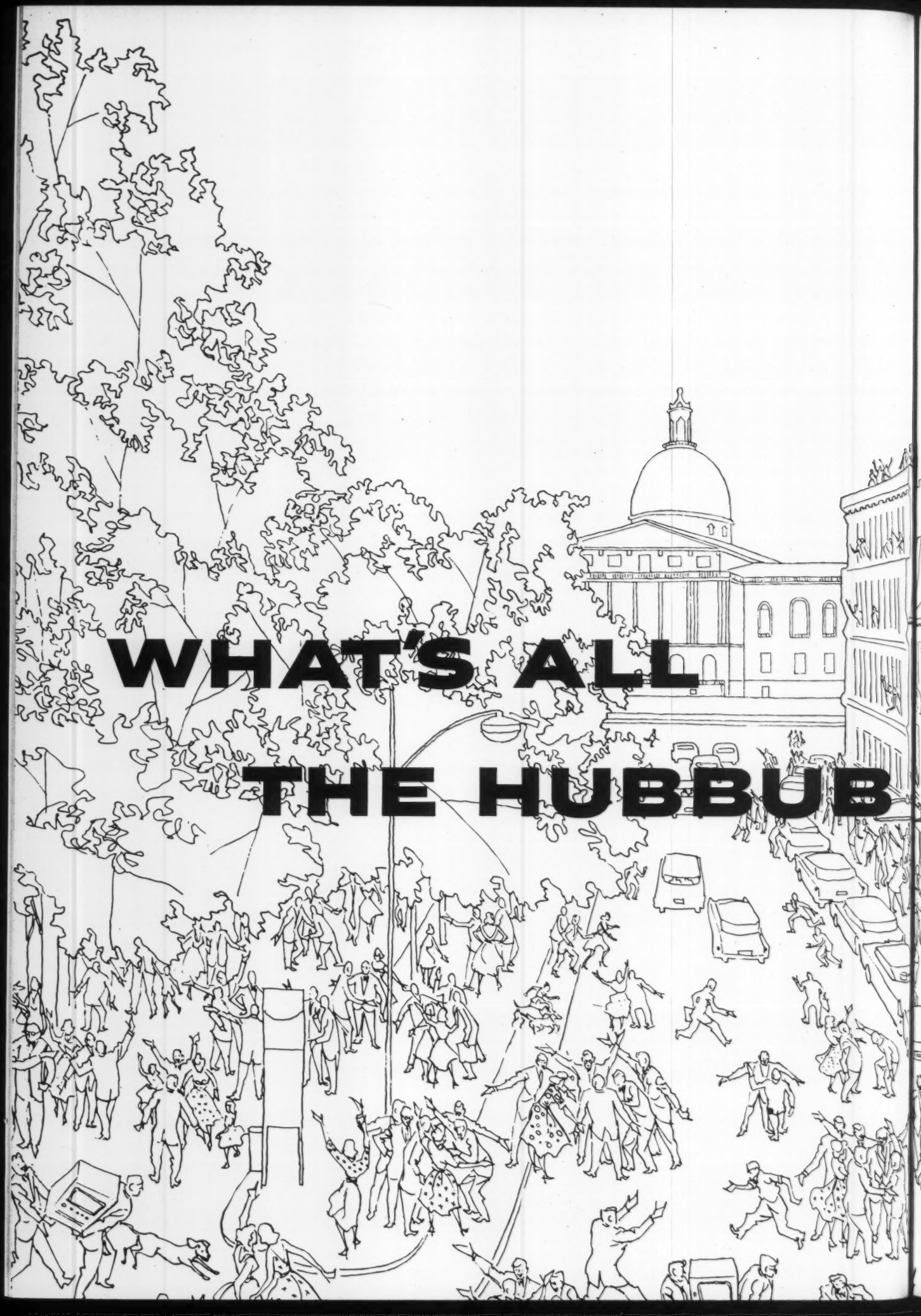
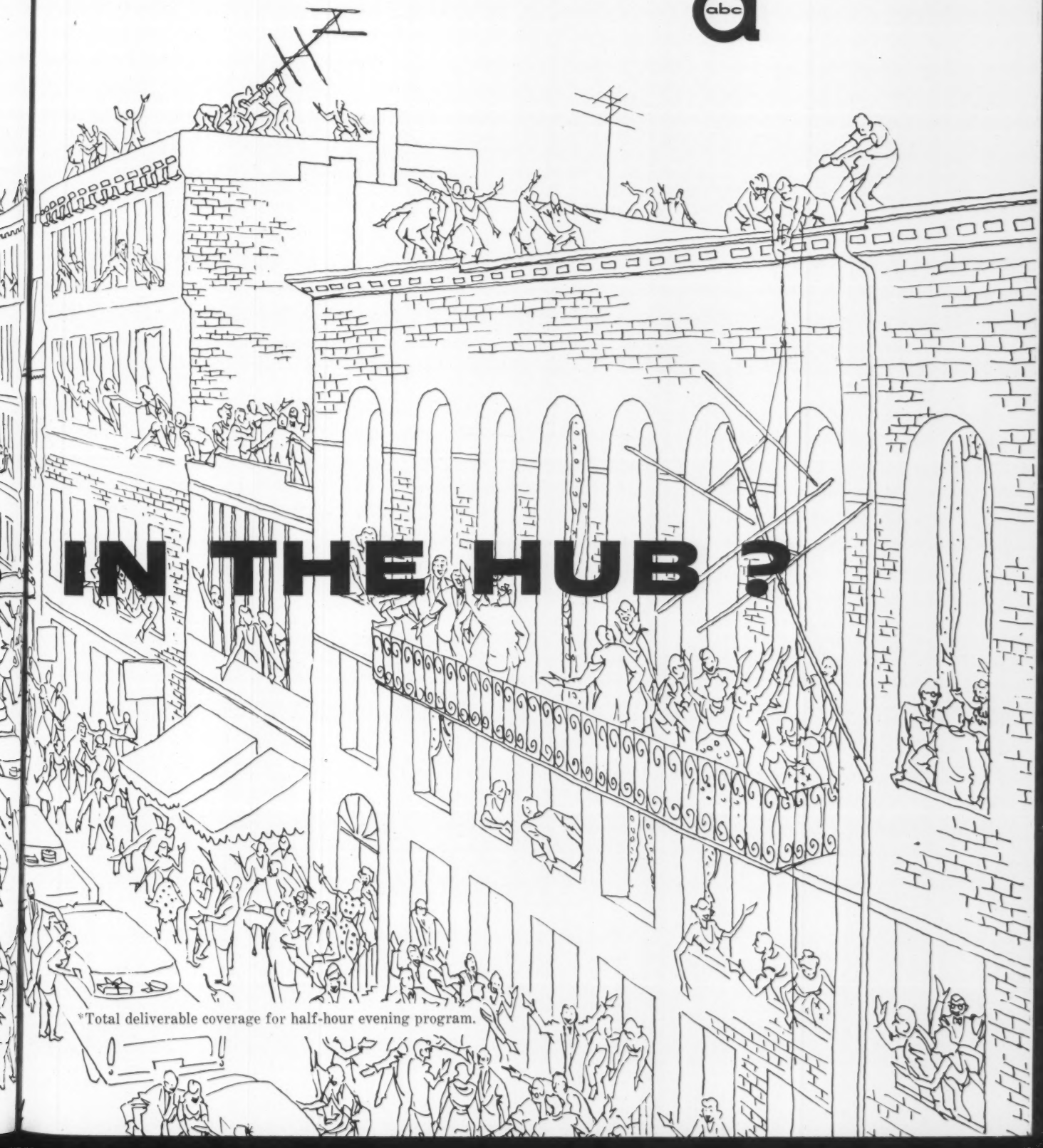

WHAT'S ALL
THE HUBBUB

ABC-TV has added a *live,* full-time affiliate in Boston—WHDH-TV (Channel 5)! Now *all* Boston can see *all* ABC-TV shows, as scheduled and programmed. And ABC-TV coverage of U.S. TV homes takes another jump—right up to 94.2%*.

Already this year, ABC-TV has added live, competitive affiliates in San Antonio, Tucson, St. Louis, Miami, Norfolk, Peoria, Omaha, Ft. Wayne, Indianapolis and Youngstown. Now WHDH-TV in Boston (the nation's sixth market) raises ABC-TV's live coverage to 82.3% of all U.S. TV homes. This season's further additions—Amarillo and Chattanooga—will push that figure to a whacking 83.1%.

That's the kind of news that sets a whole town buzzing. And an avenue, too —Madison or Michigan!

abc



IN THE HUB?

*Total deliverable coverage for half-hour evening program.

INTERURBIA . . . "a complex of cities, towns, suburbias which have grown together . . . "is startlingly illustrated in the solidly packed strip from Santa Barbara through Los Angeles and San Bernardino-Riverside to San Diego.

NCS #2 CONFIRMS individual city ratings . . . only 3 radio stations are popular and powerful enough to deliver complete this multi-million super-market.

OF THIS TOP TRIO, KBIG is

- the only independent
- the least expensive
- LOWEST in cost-per-thousand by one yardstick, second by the other.

Any KBIG or Weed man would like to show you the documents.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Edward Palmes Shurick

ANALYSIS: Ed Shurick can be expected to be resourceful and reliable—but not always predictable. He underlined that fact only a few weeks ago by resigning as a CBS-TV vice president and director of station relations to become executive vice president of Blair-Tv, station representative.

Mr. Shurick, a disarming fellow who speaks gently but wields enormous influence through intimate and wide knowledge of the broadcast field, is as modern and active as the Austin Healy 106 sports car he drives.

In making the change from CBS-TV to Blair-Tv, Mr. Shurick transfers his focus from networking to spot selling. Physically speaking, however, the move meant only a few New York blocks—from 485 to 415 Madison Ave. He made this short hop by way of the Virgin Islands, where he vacationed for a short time.

As executive vice president at Blair-Tv, Mr. Shurick can be expected to provide much of the spark that is necessary to ignite new sales and research development in the spot field. He has always been one to burn the midnight oil—and is never without an attache case going to and from his Weston, Conn., home.

Edwards Palmes Shurick was born in Duluth, Minn., on Dec. 15, 1912, son of Edward P. Shurick Sr., who during his career was Minneapolis sales manager with KSTP St. Paul. Mr. Shurick Jr. attended St. Paul central high school and spent two years at the U. of Minnesota.

Among his colleagues was CBS' Eric Sevaried. (He later finished his university study at night school at the U. of Kansas City majoring in economics.)

In Minneapolis, in 1935, Mr. Shurick joined Addison Lewis Assoc., an advertising agency, after having served as a sports director and announcer (announcing play-by-play sandwiched between such luminaries as Ted Husing and Bill Stern) at WDGY Minneapolis. In 1933 he married Dolores Pipes of St. Joseph, Mo.—"getting married young to the one I did was the best decision I ever made."

IN 1938 he was local salesman for KLO Ogden, Utah ("where I really learned about the radio business"), and where he did all the varied jobs which had to be handled at a station in those years. By 1939 he was national sales manager for the newspaper that owned the station. By 1941 he was back at KLO and one of the founders of the Intermountain Network in Salt Lake City. Mr. Shurick served as that network's first general sales manager.

From 1942-47, Mr. Shurick was advertising and promotion director of Arthur B. Church's KMBC Kansas City; was account executive in charge of promotion and research for three years with Free & Peters (now Peters, Griffin, Woodward) and joined CBS in March 1950 as market research counsel for CBS Radio. In 1951 he was made account executive in CBS-TV sales and, a year later, manager of network sales development (he set up this new department).

During this period and his subsequent years in station relations—he became national director of CBS-TV's station relations in 1954—he pioneered in the study of pricing and standard affiliation practices, creating the network's affiliation plans committee. He also was the "father" of the Extended Market Plan at CBS-TV designed to aid the small market tv station.

Mr. Shurick can discuss a wide range of experience in the broadcast field, from agency to station, from network to representative. He recalls, for example, that when he first joined CBS Radio he worked on presentations, helping to deliver some "several hundred" to agencies. He also is a believer in research, an attitude he has carried with him to his new job.

Aside from his sports car enthusiasm, Mr. Shurick is a golfing, fishing, hunting and skeet shooting fan (he's a member of the Weston Gun Club). His home is adorned with antiques, a pursuit that he calls "an investment hobby." He is a member of the Ararat Temple Shrine in Kansas City (Harry Truman's Temple), the Broadcast Pioneers, the Society of Television Pioneers and the Radio & Television Executives Society of New York.

Mr. Shurick also is an author—in 1946 he published a history of radio entitled *The First Quarter-Century of American Broadcasting.*

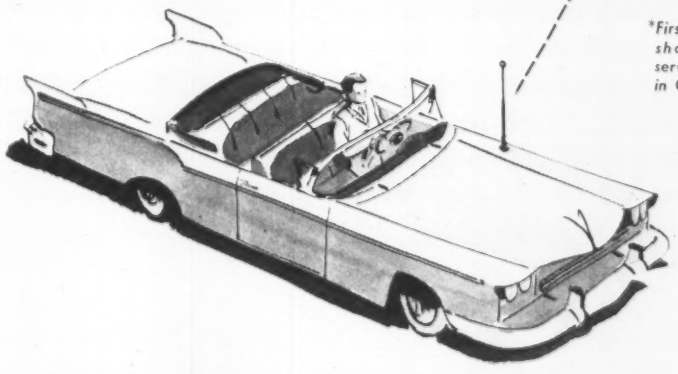
The Shuricks have four children—Patricia Annette, 19, Sandra Sue, 15, Linda Jean, 12, and a son, Edward P. Shurick III, 9.

IN THE PUBLIC SERVICE OF GREATER DETROIT*

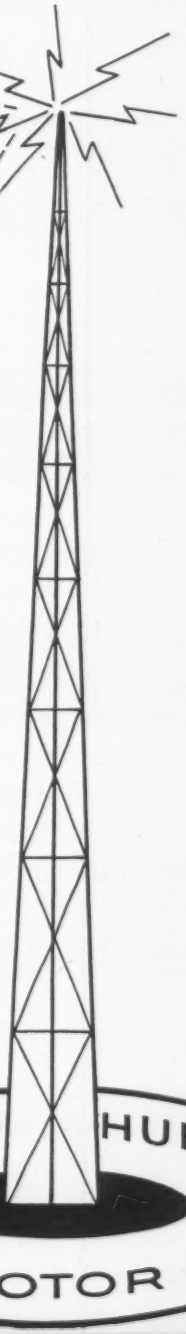
"THE WKMH TRAFFIC COMMUNICATOR"

a WKMH origination

Throughout the peak travel hours of the day the Traffic Communicator, a uniformed policeman broadcasting directly from Detroit Police Headquarters, supplies "The Man on Wheels" with up-to-the-second reports on traffic conditions—accidents, tie-ups, routes to avoid. Special bulletins are rushed on the air seconds after news reaches Police Headquarters. In the City on Wheels, where over 81% of the families own cars—where over 65% use those cars as their principal means of transportation to and from work—this information is a MUST! Here is news broadcasting at its highest level—true public service!



*First in a series of ads showing how WKMH serves the Michigan Public in Greater Detroit.



RADIO HUB OF THE MOTOR CITY

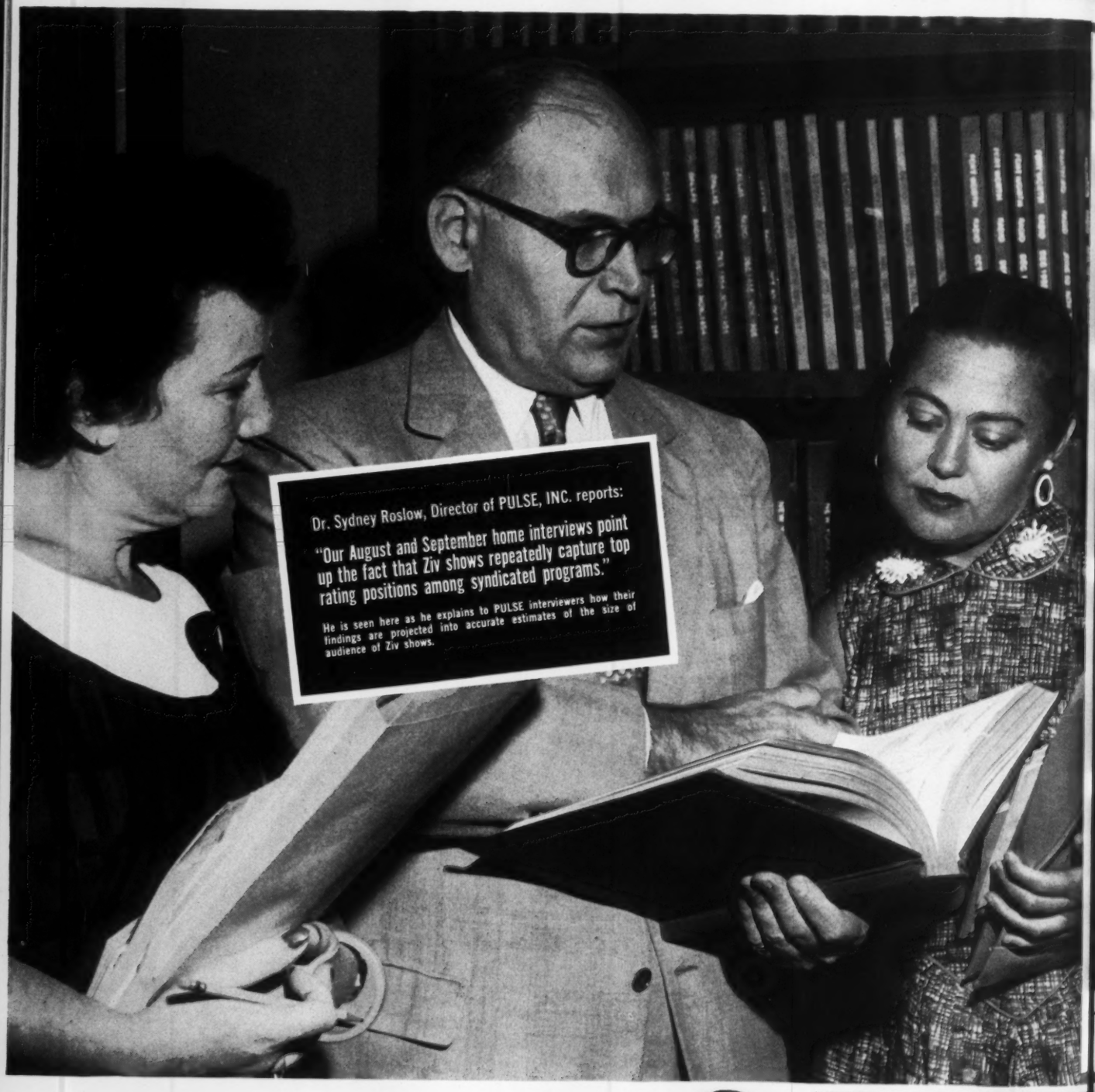
WKMH

DETROIT • DEARBORN

John Carroll, Managing Director

KNORR BROADCASTING CORP. FRED A. KNORR, PRES. Represented by HEADLEY REED

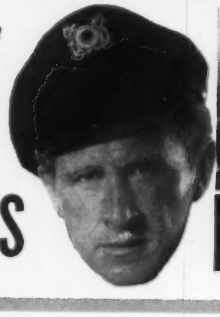
NO RATING GIB


Dr. Sydney Roslow, Director of PULSE, INC. reports:
"Our August and September home interviews point up the fact that Ziv shows repeatedly capture top rating positions among syndicated programs."
He is seen here as he explains to PULSE interviewers how their findings are projected into accurate estimates of the size of audience of Ziv shows.

WATCH ZIV'S NEW CONTENDER FOR TOP RATINGS!

"SEA HUNT"

STARRING LLOYD BRIDGES



IN STORIES OF A DANGER-LOVING MAN W
LIVES ON CANNED OXYGEN AND RAW COUR

BERISH HERE!

ZIV SETS THE RATING PACE!

3 OUT OF TOP 5 SYNDICATED SHOWS IN DAYTON

#1 MEN OF ANNAPOLIS 33.3
#3 HIGHWAY PATROL 33.0
#5 SCIENCE FICTION THEATRE 25.0
Pulse Sept. '57

3 OUT OF TOP 5 SYNDICATED SHOWS IN ATLANTA

#1 SCIENCE FICTION THEATRE 20.7
#4 DR. CHRISTIAN . . . 14.9
#5 MAN CALLED X . . . 14.2
Pulse, Aug. '57

3 OUT OF TOP 5 SYNDICATED SHOWS IN PITTSBURGH

#1 HIGHWAY PATROL 42.5
#3 MAN CALLED X . . . 39.2
#5 DR. CHRISTIAN . . . 36.9
Pulse, Aug. '57

3 OUT OF TOP 5 SYNDICATED SHOWS IN BALTIMORE

#1 HIGHWAY PATROL 21.4
#2 MEN OF ANNAPOLIS 17.9
#4 MR. DISTRICT ATTORNEY 13.6
ARB, Sept. '57

3 OUT OF TOP 3 SYNDICATED SHOWS IN DETROIT

#1 HIGHWAY PATROL 31.9
#2 DR. CHRISTIAN . . . 23.1
#3 MEN OF ANNAPOLIS 18.5
ARB, Sept. '57

2 OUT OF TOP 3 SYNDICATED SHOWS IN HOUSTON

#1 HIGHWAY PATROL 20.7
#3 MARTIN KANE . . . 16.5
Pulse, Aug. '57

3 OUT OF TOP 5 SYNDICATED SHOWS IN WASHINGTON

#1 HIGHWAY PATROL 15.2
#3 MEN OF ANNAPOLIS 14.4
#5 SCIENCE FICTION THEATRE 13.5
ARB, Sept. '57

3 OUT OF TOP 5 SYNDICATED SHOWS IN CLEVELAND

#1 HIGHWAY PATROL 24.8
#2 MR. DISTRICT ATTORNEY 21.0
#3 MEN OF ANNAPOLIS 17.2
ARB, July '57

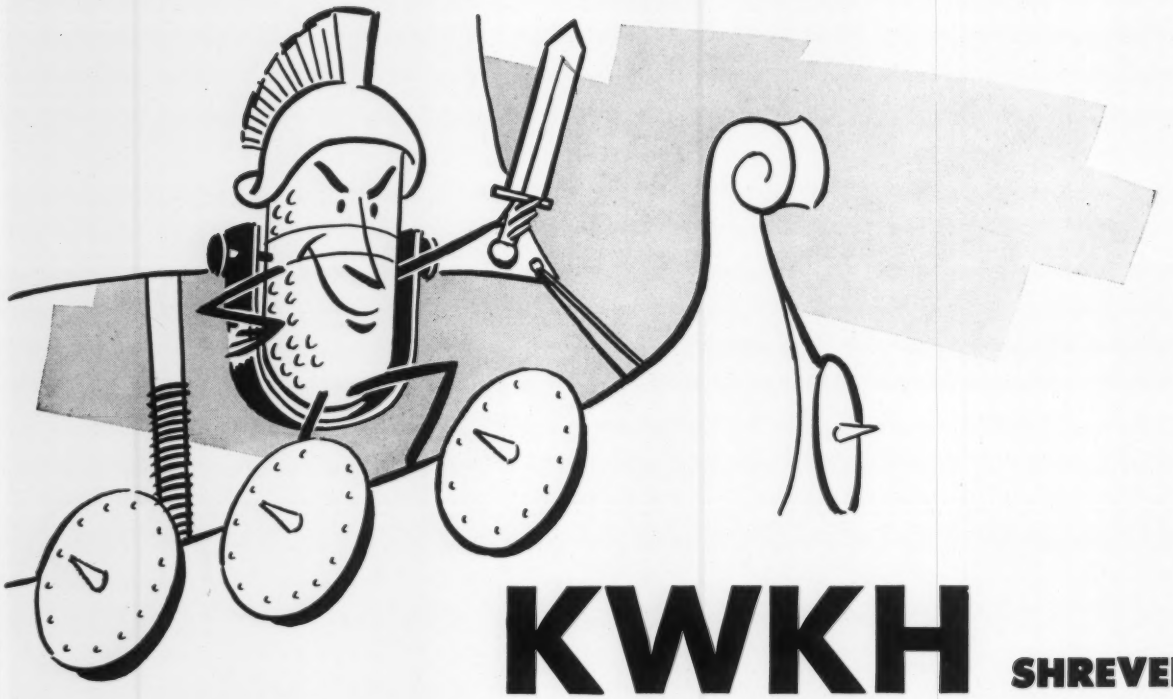
THE SPONSOR OF A ZIV SHOW HAS THE GREATEST OPPORTUNITY FOR TV SUCCESS!

ZIV Television

ZIV SHOWS RATE GREAT

TIME AFTER TIME IN CITY AFTER CITY!

From the top name in syndication come the top shows in continuing audience surveys!



KWKH SHREVEPORT

CONQUERS CARTHAGE!

Carthage, Arkansas, is one of *hundreds* of towns and villages in KWKH's 140-county Nielsen coverage area. KWKH's weekly daytime penetration is actually 221,600 radio families!

And right at home in Shreveport, KWKH is also a family institution! In Caddo Parish, KWKH reaches *50% more homes* weekly than does the second station.

KWKH is tops in Shreveport—tops *outside* Shreveport. Gives you more audience than all other Shreveport stations combined! The Henry I. Christal Co., Inc. has the facts.

KWKH Nielsen coverage map (NCS No. 2, Nov., 1956) showing counties with daytime weekly audience of 10% or more of total homes. Nielsen actually credits KWKH with measurable audiences as far distant as Luna County, New Mexico!

K W K H

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Henry I. Christal Co., Inc.
Representatives

Henry Clay
Executive Vice President

Fred Watkins
Assistant Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 53. No. 21 NOVEMBER 18, 1957

PAY TV VETOED IN 10-CITY POLL

- **Broadcasting-Pulse Inc. survey in major markets shows 2-1 against**
- **Yea's want it on cheaper basis, would prefer paying per-program fee**

Viewers in 10 major markets representing all sections of the U. S. are divided 2-to-1 against pay television.

This was revealed last week in a special survey conducted for BROADCASTING by The Pulse Inc. as this magazine sought to explore more definitively the public attitude on one of the most controversial issues to grip television since its emergence as a major medium.

Two-thirds of the respondents voted that they were "not interested" in having toll tv in their homes even though they were told that "first-run movies, major sports events, Broadway shows, operas, ballets" were among the programs being held out to them as a supplement to their free-tv fare.

In the Pulse poll for BROADCASTING, the proportion of viewers "interested" in toll television ran higher than in some other recent but more localized studies—notably one in the Salinas-Monterey and San Luis Obispo areas of California where the tally was 5,002-to-4 against pay television, and one conducted by Sen. William Langer (R-N. D.) in Bartlesville, Okla., where a wired-subscription-tv is now underway and where Sen. Langer's returns at last report indicated a 1,930-to-163 majority against [PROGRAM SERVICES, Nov. 11].

Two-thirds of those "interested" in having pay tv in their homes said they would prefer to pay by the program, rather than by the flat monthly fee. Their reasons for this choice were not explored. But one possibility advanced is the belief that on a per-program basis they could keep a month's total expenditure below what they would be charged on a flat monthly basis giving them access to all pay-tv programming.

Of those who preferred per-program payments, the greatest preference was for $1 to $1.24 per program. A little less than 32% checked that price range. But an equal number said they were willing to pay less than a dollar per program, so that overall some 63.5% came under $1.25 in their price preferences. The second largest single preference was in the 50-74 cent range (17%) and the third largest (8%) checked the 25-49 cent span. Almost one-fourth didn't know how much they would be willing to pay.

Among those who preferred to pay by the month and see all they wanted, almost 64% fell under the $6-a-month figure. The number of those who voted for a monthly price somewhere between $1 and $2.49 exceeded all those who would be willing to pay $6 or more.

How would these figures stack up in Bartlesville?

Officials of Video Independent Theatres, operators of the Bartlesville toll-tv test, have estimated that in that town of 8,500 tv homes they need 2,000 subscribers at $9.50 a month to break even. That comes to $19,000 a month.

At $5 to $5.99 a month—the preferred range in the BROADCASTING-Pulse study—the Bartlesville operators would have to boost their break-even point to a new level of from about 3,170 to 3,800 homes.

The proportion of "don't knows" was about the same among those estimating payments on a monthly basis as among those preferring a per-program payment.

The study also showed that almost two-thirds of the respondents would not be willing to pay for programs similar to those now on free television. This was approximately the same number—a few less—than those who would not be interested in pay tv as a supplement to free tv. Whether the similarity in these "nay" votes indicated a bias against payment for any programs, or whether it had other significance, could not be pinpointed statistically.

The study did show that more than 93% of the viewers regarded present free-tv fare as satisfactory or better. Some 18% voted it excellent, 44.2% thought it good, and 31.3% considered it satisfactory. Asked to put a monetary value on these free programs, an even 50% chalked them down as worth $1 a week, while 22.6% rated them at $5 a week. One-fifth had no opinion.

Among those willing to pay for programs now on the air, if they were not being distributed free, *Playhouse 90* was the most popular choice in the drama category; *Father Knows Best* in the comedy and situation comedy field; *Perry Como Show* among varieties and musicals; *What's My Line?* in the quiz and audience participation category; boxing in the sports line; *Cheyenne* among westerns; *Alfred Hitchcock Presents* for mystery and adventure; *Wide Wide World* in the documentary-educational-forum interviews area. In the miscellaneous group *Disneyland* was tops (Broadway shows got only 0.6% in that group as against 4.3% for *Disneyland*).

The survey was conducted in New York, Seattle, Atlanta, Cleveland, Dallas, Milwaukee, New Orleans, St. Louis, San Francisco and Chicago. Respondents totaled 1,409, of whom 983 said they had and 426 said they had not previously heard of pay tv.

COMPLETE PULSE RESULTS ON PAGE 32

WHAT PULSE FOUND OUT

DO THEY WANT SUBSCRIPTION TV?

	Number	*Per Cent*
Yes	**470**	**33.4**
No	**939**	**66.6**
Total	**1,409**	**100.0**

BREAKDOWN OF PULSE-BROADCASTING PAY TV SURVEY

Table 1

KNOWLEDGE OF SUBSCRIPTION TV

Question: Have you heard of a toll or subscription tv service which will allow you to see special programs on tv (in addition to those you now get free) by paying a fee?

	Number	Per Cent
Yes	983	69.8
No	426	30.2
Total respondents	1,409	100.

Table 2

INTEREST IN SUBSCRIPTION TV SERVICE

Question: This subscription tv service might include first-run movies, major sports events, Broadway shows, operas, ballets, etc. Would you be interested in having this service in your home?

Yes	470	33.4
No	939	66.6
Total respondents	1,409	100.

Table 3a

METHOD OF PAYING FOR SUBSCRIPTION SERVICE

Question: If you took such a subscription tv service would you rather pay by the program, or pay a set monthly fee?

Pay by program	312	66.4
Pay by set monthly fee	141	30.0
Don't know	17	3.6
Total respondents	470	100.

Table 3b

AMOUNT WILLING TO PAY BY PROGRAM

Question: (If by program) how much would you be willing to spend for a special program?

Under 25 cents	2	.6
25-49 cents	25	8.0
50-74 cents	53	17.0
75-99 cents	19	6.1
$1.00-1.24	99	31.8
1.25- 1.49	2	.6
1.50- 1.99	11	3.5
2.00- 2.49	20	6.4
2.50- 2.99	1	.3
3.00- 4.99	1	.3
5.00 & over	2	.6
Don't know	77	24.8
Total respondents	312	100.

Table 3c

AMOUNT WILLING TO PAY FOR SET MONTHLY FEE

Question: (If set monthly fee) how much would you be willing to spend each month?

$1.00-$1.49	7	5.0
1.50- 1.99	—	—
2.00- 2.49	13	9.2
2.50- 2.99	8	5.7
3.00- 3.99	12	8.5
4.00- 4.99	7	5.0
5.00- 5.99	43	30.5
6.00- 6.99	1	.7
7.00- 7.99	1	.7
8.00- 8.99	1	.7
9.00- 9.99	1	.7
10.00-10.99	7	5.0
11.00-12.99	1	.7
13-16.99	2	1.4
17-19.99	2	1.4
20-25.00	1	.7
Don't know	34	24.1
Total respondents	141	100.

Table 4a

WILLINGNESS TO PAY FOR PRESENT TV PROGRAMS

Question: Would you be willing to pay for television programs similar to those now on the air if there were no other way of getting them?

	Number	Per Cent
Yes	510	36.2
No	899	64.8
Total respondents	1,409	100.

Table 4b

Question: If yes, what programs now on the air would you be willing to pay for if they were not distributed free?

Drama		
Playhouse 90	68	13.3
Climax	40	7.8
Studio One	20	3.9
Kraft Theatre	19	3.7
Crossroads	6	1.2
G. E. Theatre	4	.8
Jane Wyman	4	.8
Loretta Young	3	.6
Armstrong—Circle Hour	3	.6
Dr. Hudson's Secret Journal	3	.6
Unspecified	7	1.4
Misc.	18	3.5
Comedy & Situation Comedy		
Father Knows Best	21	4.1
Ozzie & Harriet	15	2.9
I Love Lucy	12	2.4
Bob Cummings	10	2.0
Red Skelton	7	1.4
George Gobel	5	1.0
Jack Benny	5	1.0
Danny Thomas	4	.8
Bob Hope	4	.8
Private Secretary	4	.8
Groucho Marx	4	.8
Unspecified	8	1.6
Misc.	33	6.5
Varieties & Musicals		
Perry Como	53	10.4
Lawrence Welk	47	9.2
Steve Allen	44	8.6
Ed Sullivan	37	7.3
Nat King Cole	18	3.5
Tennessee Ernie	9	1.8
American Bandstand	9	1.8
Pat Boone	8	1.6
Voice of Firestone	7	1.4
Eddie Fisher	6	1.2
The Big Record	5	1.0
Operas	5	1.0
Edsel Show	4	.8
Hit Parade	4	.8
Unspecified	25	4.9
Misc.	25	4.9
Quiz & Audience Participation		
What's My Line	20	3.9
Twenty One	17	3.3
This Is Your Life	15	2.9
$64,000 Question	14	2.7
You Bet Your Life	13	2.5
The Price is Right	11	2.2
Queen For A Day	6	1.2
Tic Tac Dough	5	1.0
Art Linkletter	5	1.0
Name That Tune	5	1.0
I've Got A Secret	4	.8
Unspecified	13	2.5
Misc	13	2.5
Sports		
Boxing	41	8.0
Football	37	7.3
Baseball	35	6.9
World Series	9	1.8
Wrestling	8	1.6
Bowling	5	1.0
Sports events (unspecified)	117	22.9
Misc.	6	1.2
Westerns		
Cheyenne	53	10.4
Gunsmoke	23	4.5
Wyatt Earp	18	3.5
Wagon Train	15	2.9
Maverick	10	2.0
Broken Arrow	9	1.8
Sugarfoot	6	1.6
Unspecified	23	4.5
Misc.	17	3.3
Mystery & Adventure		
Alfred Hitchcock	10	2.0
Highway Patrol	9	1.8
Dragnet	8	1.6
Bold Journey	5	1.0
Man Behind the Badge	4	.8
Navy Log	4	.8
I Search for Adventure	3	.6
Lassie	3	.6
Unspecified	4	.8
Misc.	21	4.1
News & Weather	43	8.4
Documentary, Educational, Forums, Interviews		
Wide Wide World	8	1.6
Meet the Press	5	1.0
Person to Person	3	.6
Press Conference	2	.4
Omnibus	2	.4
Night Beat	2	.4
Mike Wallace	2	.4
The Big Picture	3	.6
Unspecified	7	1.4
Misc.	5	1.0
Movies	70	13.7
Misc.		
Disneyland	22	4.3
Mickey Mouse	18	3.5
Spectaculars & special shows	14	2.7
Plays	13	2.5
Continued Stories	9	1.8
Cartoons	5	1.0
Children's Stories	5	1.0
Verdict Is Yours	4	.8
Captain Kangaroo	3	.6
Broadway shows	3	.6
Misc.	28	5.5
Total programs mentioned	1,553	305.1*
Total respondents	510	

*Total over 100% because of multiple responses

Table 5

OPINION OF PRESENT TV PROGRAMS

Question: What is your opinion of the program service you are now getting on free television?

	Number	Per Cent
Excellent	254	18.0
Good	623	44.2
Satisfactory	441	31.3
Poor	75	5.3
No opinion	16	1.1
Total respondents	1409	100

Table 6

VALUE OF PRESENT TV PROGRAMS

Question: If you had to place a monetary value on the entertainment, news, special events and other programs you now see at no cost on your television set, how much would you consider these are worth to you on a weekly basis?

	Number	Per Cent
Less than $1.00	11	.8
$1.00	705	50.0
$2.00-$4.00	22	1.6
$5.00	319	22.6
$10.00	46	3.3
More than $10.00	22	1.6
Don't know	284	20.2
Total respondents	1409	100

$2 MILLION TO SELL A NAME

Science-minded chemical firm pins its hopes on a network documentary

With sputniks I and II beep-beeping ominously through space, Monsanto Chemical Co., fifth largest U. S. chemical concern (1957 net sales: $600 million), which claims to have a stake both in science and in our national survival, is about to make its corporate * plunge into network television. Happily cashing in on front-page news, Monsanto on Dec. 1, will premiere *Conquest*, a new science series on 105 CBS-TV affiliates; nine additional such "one-shots" are scheduled before June 1959 [ADVERTISERS & AGENCIES, July 22].

Unlike its competitors, the St. Louis firm has no consumer products to sell. Yet it has allocated $2 million—representing one-third of its total budget—for one program series scheduled for prime Sunday afternoon time.

To get the answer to why it joined the ever-growing ranks of corporate advertisers and what it hopes to get out of *Conquest*, BROADCASTING last week talked with the five people most concerned with the development and execution of the new CBS-TV series: Monsanto marketing vice president John L. Gillis; his advertising director, William R. Farrell; CBS Public Affairs director Irving Gitlin; Gardner Adv. Co.'s vice president David P. Ferriss and Roland (Chick) Martini. Mr. Ferriss is account supervisor in the agency's St. Louis headquarters; Mr. Martini is executive director of radio-tv and the man who initially bought the show for Monsanto.

One reason behind Monsanto's step: like many other chemical concerns it is alarmed at the science race between the U. S and the U.S.S.R. Notes CBS's Irv Gitlin: "Never before has science interest run so high . . . has the nation's need for scientists been so acute . . . has there been so pressing a need to attract youngsters to science . . . and has Soviet scientific research and education aimed so dangerous a threat to national survival." Adds Monsanto president Dr. Charles Allen Thomas: "The events of recent weeks have demonstrated dramatically how science can affect the lives of us all. At no time in our history has an understanding of science been so important to our progress—even our security."

Altruism is only a part of the story. Beneath Monsanto's concern for the national welfare and its sincere efforts to stimulate science recruitment, there also is a sound business reason why Monsanto is putting most of its broadcast chips into one basket. According to Gardner executive Dave Ferriss: "We face a tremendously complicated marketing problem." Because of Monsanto's enormous product range—some 500 different items ranging from A-9 (phthalic anhydride) to zinc benzoate, none in the consumer product category—"we needed a means whereby we could detail the broad sweep of our complex operations on a national scale, to illustrate our slogan, 'Monsanto—where creative chemistry works for you'!"

Although *Conquest* represents the largest outlay for a single tv series in Monsanto's history and while it is the firm's first corporate buy, Monsanto is no stranger to television. Between 1955-56, Monsanto shared sponsorship of ABC-TV's *Warner Bros. Presents* on behalf of its "all" detergents and starches, spending $490,000 in 1955 and $723,000 in 1956. (Monsanto got out of the consumer product business last May when it sold complete marketing franchises and trademark rights to "all" to Lever Bros., thus trimming an estimated $4 million from the total ad budget.)

And while its plastics division (serviced by Needham, Louis & Brorby, Chicago) no longer uses CBS-TV's *Morning Show* (defunct), NBC-TV's *Home* (also defunct) and *Today*, tv consciousness still prevails in St. Louis. Lion Oil Co. (through Ridgway Adv. St. Louis), which Monsanto purchased in 1956, currently sponsors Ziv Television Programs' *Highway Patrol* in 26 central-south markets. Monsanto's success in spot-broadcasting (radio and tv) for "all" ($500,000 in 1956) has prompted the firm to spend some $50,000 in farm radio in six midwest states on behalf of its fertilizers and an additional $10,000 in spot tv on the West Coast for its Rez wood finishes. Furthermore, though it does not participate in planning advertising for Chemstrand Corp. (which it jointly owns with American Viscose Co.), it encouraged Chemstrand's Acrilan this fall to pick up alternate sponsorship on NBC-TV's *Sally* film series starring Joan Caulfield. (Doyle Dane Bernbach, New York, is Chemstrand's agency.)

DISCUSSING *the premiere performance of Monsanto's* Conquest *are Irv Gitlin (l), CBS director of public affairs, and Dr. Charles Allen Thomas, president of Monsanto.*

To justify Mr. Ferriss' "terribly complicated marketing problem," one look at Monsanto's sales breakdown ought to suffice. Plastics, synthetic resins and coatings account for 31.5% of its net sales; phosphates and detergents (it still manufactures "all" for Lever), 18.2%; plasticizers, 13%; agricultural chemicals, 9.2%; petroleum products, 8.8%; rubber and oil chemicals, 6.8%; heavy chemicals, 4.4%; pharmaceuticals and flavors, 3.7%, and "other" products, 4.4%.

Another factor behind Monsanto's purchase of *Conquest* was competition. E. I. duPont de Nemours, ranking first among U.S. chemical manufacturers (1957 sales: $2 billion), went into tv spectaculars for the first time this year with CBS-TV's *duPont Show of the Month* after years of having sponsored *Cavalcade of America* in radio-tv. Union Carbide, No. 2 among the chemical giants (1957 sales: $1.45 billion), has been co-sponsoring *Omnibus* for two seasons on two networks. And while Allied Chemical & Dye Corp., No. 3 (1957 sales: $670 million) hasn't yet made its tv debut, Dow Chemical Corp., No. 4 (1957 sales: $630 million) is again considering tv after having backed NBC-TV's *Medic* last year. (Shortly before Monsanto picked up *Conquest* at roughly $125,000 a show plus $80,000 for time and commercials, Dow's agency, MacManus, John & Adams, was reported interested in the show; so were Shell Oil Co. and Portland Cement Co.).

Monsanto doesn't need tv to bolster its sales as would, say, a food manufacturer. It has happily been riding the crest of a gigantic postwar chemical boom; witness its growth in sales from $267 million in 1952 to $542 million in 1956. For the first nine months of this year, net sales jumped 7.2% while earnings before taxes advanced 7.5%.

If it doesn't intend to "push" its products, what does Monsanto hope to gain from television? Having recently embarked on a $75 million capital expenditure program, Monsanto, according to Marketing Vice President Jack Gillis, intends to:

- Increase "favorable recognition" on a corporate scale.
- Build its reputation as "a successful, well-managed, diversified company."
- Emphasize the fact that it makes top-quality products and backs them with "the finest technical service."
- Sell its products indirectly by broadening markets for its own products and those of its jobbers.
- Expand general knowledge of the broad range of products manufactured by Monsanto.
- Create a "selling climate" for its sales force in order to assure that they'll be seen promptly and listened to closely.

Mr. Gitlin hit hard on the latter plank

[* Corporate—more commonly known as institutional, a term now out of favor with advertisers who claim "We aren't institutions but corporations."]

of Monsanto's platform, quoting a "satisfied customer," the Prudential Insurance Co. of America, as having said that *Air Power* and *The Twentieth Century* have opened thousands of doors to its salesmen as no other form of prestige advertising had been able to do.

According to Monsanto advertising director Bill Farrell, the possibility of corporate sponsorship first hit Monsanto in 1954 after it had distributed, free, to tv stations throughout the country, a 15-minute industrial color film showing how plastics affect our daily lives. Local Monsanto dealers and jobbers found the films of sufficient interest to sponsor them locally. Recalls Gardner's Chick Martini: "We looked and looked for three years, rejecting 'pure entertainment' offered us by the networks and the talent agents. We wanted 'complete scope.'" Mr. Martini passed over three of Mr. Gitlin's prize projects, *The Search, Adventure* and *Odyssey* before settling for *Conquest*. All three had been on the block but failed to attract an advertiser; they are now off the air.

Last Dec. 30, as part of the network's three-hour summary, *At Year's End: 1956*, Mr. Gitlin and public affairs department producer Michael Sklar teamed up with the American Academy for the Advancement of Science to present *The New Frontier*, an hour-long show dealing with the scientific achievements of the year. This, it turned out later, was the seed from which *Conquest* sprang. Critical reaction—most of it favorable—led to further development of a "science series" and by May 28, Mr. Gitlin and staff had completed drawing up a 57-page detailed presentation for *Conquest*.

Sight unseen, as it were—there *never* was a pilot film—Gardner Adv. Co. bought the show for two years at a price tag reported at $2 million. Dr. Thomas, a member of the National Academy of Sciences (which will work with the AAAS on the show) went along almost immediately, reasoning that *Conquest* would reach "that special audience of key men of industry who often don't watch the ordinary 'amusement' program; thus they would be exposed not only to an adult program but to our message as well."

Behind the actual showing of *Conquest* stands an intensive merchandising drive paid for by Monsanto. Tie-in print ads are scheduled to run in *Life*, *Time* and *Farm Journal*. Monsanto also will pre-sell its series in *Tv Guide*, and is staging special sales meetings with its key sales people in 10-12 cities. The salesmen will be sporting special *Conquest* neckties and lapel buttons, and lest the stockholders be alarmed that their precious dividends are being funneled into television, Monsanto last month kept its thousands of "bosses" informed via special *Conquest* stuffers enclosed with their dividend.

"Five years ago," Mr. Martini said Tuesday, "we wouldn't have been able to air *Conquest* or any show like it. The climate of public acceptance just wasn't there." It is today, he feels, and he credits to some degree *Omnibus* and *Wide Wide World*, not to mention the impact of Soviet scientific achievement. Such shows as the Frank Capra-AT&T series, claims Mr. Martini, have opened up new tv vistas for corporate advertisers. Five years ago, science was "for sissies only." Today, scientific explorers, be they named Salk or Hillary, working out of a lab or on an Antarctic icecap in "Operation Deep Freeze," are American heroes. Such a hero is U.S.A.F. Major David Simons, "star" of the Dec. 1 *Conquest*. Monsanto and CBS will present for the first time exclusive filmed reports on Maj. Simons' 33-hour solitary confinement in a balloon 20 miles above Minnesota last Aug. 18 in the Air Force's "Operation Man High."

Monsanto hopes to clear the air of the mystery of science and stimulate interest in science as a career. It will try to do so on each show via its four 90-second commercials—produced by MPO Films and featuring announcer Nelson Case. Better yet, though, comments host Eric Sevareid, even a sophisticated, 45-year-old reporter who has literally been through hell and high water, can stand to learn from *Conquest's* myriad forays past the "forbidden" frontiers of science.

RESEARCH NEEDED, ARF TOLD

- **McCabe, Green, Goldberg address workshop on radio**
- **Well-attended session shows renewed interest in medium**

Reawakened interest in radio as a salesman was amply evident in the radio workshop session at the Advertising Research Foundation's third annual all-day conference in New York last Thursday.

Although two other workshops were in progress at the same time, a roomful of some 75 advertiser, agency and media executives met to hear "what we need to know about radio" discussed from the standpoint of all three—and then kept the speakers overtime with questions and further discussion from the floor.

The consensus of the three panelists was that "what we need most to know about radio" has to do with additional research—especially as to the who, where, when of listenership—that would permit more meaningful use of radio by advertisers and agencies and more knowledgeable selling by broadcasters.

The panelists were Thomas B. McCabe Jr., director of advertising for Scott Paper Co.; Jack R. Green, associate media director of J. Walter Thompson Co. (see condensed text page 36), and Melvin A. Goldberg, director of research for Westinghouse Broadcasting Co.

Workshop Chairman Arthur A. Porter, JWT vice president, noted at the outset that there is "more interest" in radio today than in many years, and that this renewed interest is reaching into all areas of the advertising business—marketing, copy, research, etc.

He also thought it possible that the next big step in media research may lead to a technique for "comparing apples and oranges"—comparing different media on a common basis—even though the generally popular view has been that this could not be done. After all, he said, "every time we write a media plan, we have compared them mentally."

Mr. Goldberg said radio "has labored under a severe handicap" in that "it is almost too good. For years, radio has been used by advertisers to help sell their wares, and apparently it has been quite successful. But I would venture to say it has been successful despite a serious lack of knowledge about the medium."

He told the group that radio "is too effective to be afraid of research. We need more of it, better done and on a more qualitative basis. The truth can only help us."

Mr. Goldberg cited information which the advertiser needs and which for the most part generally is available—number of sets, marketing data, station coverage, programming, audience composition and station "image" (how people feel about a station), etc. But he pointed out that research along these lines could be refined further to the advantage of both advertiser and medium.

He also cited other research areas where he thought "extremely valuable" information might be developed:

"I would like to see some studies on the problem of frequency and repetition. How much repetition is necessary to get a given message across—if the message is also being presented on tv? How much if it is radio alone? What are the communications dynamics, once a message is heard?

"Another intangible about which we do not have hard data, but for which there is a need, is the ability of radio to reach the customers where the product is being used. When a food packager can reach the woman in the kitchen; when the company that sells gasoline can reach the car owner in his automobile; when the seller of any merchandise can reach the woman in the car on the way to the shopping center, or can reach her just before she leaves to go shopping, this is a substantial plus that radio does have. Unfortunately, no research service offers data on radio listening by location of set.

"As a corollary to this, I think it would be valuable to the advertising industry and, incidentally, to the Civil Defense Administration, to know the number of radios in business establishments and the degree to which these radios are in use. This information could be gathered in the 1958 Census of Business, unless it is too late. Here, ARF could take the lead."

Mr. Goldberg said another area where ARF might help is in connection with the decennial census. He thought it "a great error" that radio questions are to be omitted from the 1960 census, because such information "would again be of aid not only to the industry but to civil defense as well." He continued:

"As a result of such a survey we would have county data on the number of radios

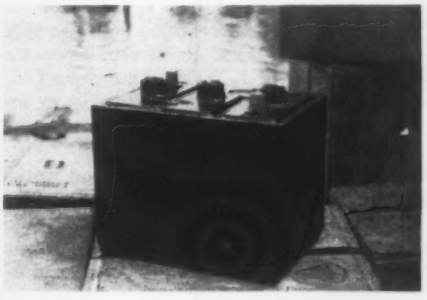
POWER *comes via boat to Angorum, a New Guinea town where everything vital is Delco-powered.*

UNLOADING *of the Delco batteries is supervised by Peter England, who runs the local trading store.*

THE *medical officer, Dr. Phelps, needs Delco power to keep his hospital running, giving medical service to the town.*

RADIO, *battery-powered, is Angorum's only means of communications with the rest of the world.*

HUNTER *Tom Davidson uses battery-powered lamps on night hunts to keep the crocodiles under control.*



THE *commercial ends with a reminder that Delco can give the viewer the same peak performance.*

DELCO TAKES TO HIGH ADVENTURE

Native: "Campbell-Ewald, I presume——"
Account executive: "Of course——"

This bit of dialogue might well have taken place during rehearsals for a 3-minute commercial.

The place: Angorum, New Guinea; the cast, one account executive, Campbell-Ewald variety, local residents, a location crew of 38 and unnumbered natives. The occasion: filming of the Delco batteries commercial for the premiere last Tuesday of the *High Adventure* series on CBS-TV.

High adventure extended from the production of the show to the filming of the commercials. Campbell-Ewald, agency for Delco Div. of General Motors Corp., wanted commercials as realistic and adventure-flavored as the show itself. So, while host Lowell Thomas filmed an excursion through the wilds of New Guinea, Campbell-Ewald shot the Delco story in a New Guinea town dependent on batteries for electric power.

C-E Account Executive Donald Kraatz traded grey flannel for khaki shorts and traveled some 10,000 miles from his Detroit office to supervise filming of the commercial. Shooting took a week in Angorum. The same camera crew that worked on the *High Adventure* story was employed.

Residents of New Angorum, used as the cast, added realism to the commercial, which showed their use of Delco power in everything from running the local hospital to providing light for an evening crocodile hunt (see above).

Plans are scheduled for a location commercial for each of the six *High Adventure* shows to come. For the Dec. 23 show, the commercial crew goes to the Arctic. On the future itinerary: Madagascar, Timbuktu, Morocco, Nepal and the Australian bush country.

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in the home, where they are placed, numbers of portables, transistors, automobile radios, etc. It seems to me this would be well worth the extra money and effort."

He also proposed—crediting the idea to Harper Carraine, CBS Radio director of research—that warranty cards on new radio and tv sets be used to gather industry information.

"Why," he asked, "couldn't ARF contact the radio manufacturers, or have RETMA [now Electronic Industries Assn.] or NARTB make the contacts, to get a continuing analysis of the warranty cards . . .?

"The usual warranty card includes questions as to who made the purchase, whether it was bought for oneself or received as a gift, how many radios are owned, what kind, etc. If the industry got behind such an analysis we could, in all probability, include certain other questions which would be of mutual interest. And, incidentally, the same data would be available for fm and tv. Obviously, secrets such as who the manufacturers are, or their individual names, could be eliminated from the finished reports."

Mr. McCabe, whose firm is in both radio and television, had six questions whose answers, he said, would permit more meaningful use of radio:

1. How do radio and tv compare in impact? If it is true that tv's impact is greater, than how many radio minutes are needed to equal the impact of one tv minute?

2. What frequency of commercials is necessary to make radio advertising effective? At what point does the advertiser reach the point of diminishing return?

3. Are participations as effective as sponsorship of full segments?

4. The imagery transfer concept assumes, he felt, that radio is part of "a media mix" rather than a medium standing by itself. If that is correct, does radio have a serious limitation as an exclusive medium? If it is effective as an exclusive medium, what products can benefit more from its use—the new, the relatively new, or the established? (Later he said he had little concern about radio's ability to introduce new products, but was more concerned about its ability, when used exclusively or almost exclusively, with established products.)

5. It is hard, he said, to merchandise radio properly, on the basis of present research. Can research be developed in this connection to show radio in its proper relationship to other media?

6. Advertisers are concerned about overcommercialization of radio in peak listening periods, he asserted. Has this commercialization watered down the effectiveness of

radio? If it has, he continued, it would be helpful if the industry could try to work out a solution.

The question of over-commercialization and protection of competing products was raised later from the floor. Mr. Goldberg, while denying that WBC stations over-commercialize, noted that other media face the same problem and have done no research, leading the questioner to acknowledge that radio is not the only sinner. Mr. Goldberg said that in his view agencies and advertisers would have to take the lead in research for any corrective campaign—that broadcasters cannot be expected to "police ourselves to that extent."

From the floor, Frank Boehm of Adam Young Inc. added that advertisers force broadcasters to overcrowd certain times.

When JWT's Mr. Green had completed his appraisal of the need for more details on individual listening habits (see text, below), one audience member interpreted his talk as a "condemnation" of A. C. Nielsen Co. services. Mr. Green said this was not correct but that he did feel, since such detailed information is available on listening by households, that the research should be carried further to show additional details by individuals.

He said he had tried to interest Nielsen in undertaking it, and added that in his opinion such data need not be issued with the frequency of the regular Nielsen pocketpieces but, rather, that issuance on a quarterly or semiannual basis probably would be adequate.

DATA LACK HURTS RADIO—GREEN

Is radio, the "most universal" medium, even more universal than it thinks? Is it short-changing itself regarding both its reach and its impact? Jack R. Green, associate media director of J. Walter Thompson Co., thinks this may be the case—owing to an inadequacy of research on the media habits of individuals.

One of three panelists at the radio workshop in the Advertising Research Foundation's third annual conference last week (see page 34), Mr. Green noted that "drastic changes have occurred in the past two decades in every aspect of [radio] except the research tools and techniques used to measure it." Among other changes affecting advertising, he noted "an explosive growth in population and the size of our national economy," shifts in population, the trend toward product diversification and the absorption of advertising into the marketing structure. His talk as he then developed his theme is presented here in condensed text:

"Each medium must be evaluated in light of its contribution to sales effectiveness when used in various possible combinations with other media as part of the planned marketing mix.

"In effect, the key question has changed from 'what should we buy in radio?' to 'should we buy radio?'

"During this evolutionary period the radio medium itself has undergone many changes.

"Through the installation of radios in the kitchen and bedroom, in the workshop and barn, in automobiles and on tractors, radio has been transformed into the most universal and the most personal of all media.

"There have been equally sweeping changes in programming patterns and in the methods of selling radio. The concepts of 'big name' programs, first refusals on franchise time periods, and exclusive sponsorship of individual programs, have virtually disappeared from radio.

"Equally significant is the often overlooked fact that the current selling practices of participation sponsorships and the revised rate structures now give every advertiser an opportunity for access to king-size audiences at efficient cost. A decade ago only a limited handful of advertisers were lucky enough to come up with a hit show or a franchise on a key time period that could deliver audiences comparable in size and cost efficiency.

"Because radio is now so ubiquitous, it is almost certain to be listed by the agency media man as part of one or more of the combinations that are considered in the media plans for products with a broad marketing base.

"In examining the radio portion of these possible combinations, it is relatively easy to get a pin-point fix on the number of homes that will be reached by radio. It is also possible with currently available data to determine how many of these homes will be tv or non-tv households and to estimate what portion of each sub-group will not be reached by any of the other media on the schedule.

"But at this point the trail suddenly vanishes and the media man has to grope his way through the balance of his evaluation on sheer intuition, due to the absence of pertinent research data on the actual listeners—as distinct from households reached.

"This is particularly frustrating in the situation where 25%-50% of a million dollar or more budget may be under consideration for use in radio. Although the radio segment may represent a large gross number of homes and impressive frequency, it usually subdivides into at least three or four distinct categories—where the radio message will have a different role to play.

Of Many Categories

"As a minimum, these categories would be (A) non-tv homes, (B) tv homes not reached by the product's tv schedule, (C) tv homes that will also be reached with messages. If the plan includes print media, the categories become more numerous and complex.

"Current radio research tools can provide a reasonable fix on the total number of listeners reached by any schedule—but even this requires some ingenious calculations and assumptions if we want to include the out-of-home audience.

"However, none of the available data on listeners provides more than a faint clue concerning the distribution of these listeners between tv and non-tv homes. And there are no clues whatsoever that will enable us to determine, within tv homes, the differences in number, kind or quality of listeners who are also exposed to the brand's message on tv and those who are not.

"Analysis of set use patterns indicates that within each socio-economic group of tv households, there are families with marked differences in radio and tv set use habits. In the absence of satisfactory research data about the media habits of individuals within these households, we can only speculate on the explanation for the differences in radio or tv set use. We cannot determine whether they are due to differences in the number and kind of people who are at home at various hours or to differences in the mood and attitudes of the individuals involved.

"Similarly, we cannot determine whether out-of-home radio listeners are the same individuals we are reaching with our radio or tv messages at other parts of the day or week.

"In the absence of clear-cut evidence about the differences in media habits of individuals who are exposed to the radio and tv messages in homes that are reached by both schedules, we frequently have to assume that both messages reach the same person. This probably means that radio is being short changed on the estimates of the number of individuals it reaches exclusively with the advertiser's message.

"But even more important than this short changing in the number reached exclusively is the possible understatement in terms of quality and selling impact.

"Most of the current copy testing techniques tend to imply that the 'sight plus sound' approach usually has an advantage over 'sound only' in registering effective impact for an advertising message. But the conclusion is based on overall averages—and does not allow for the possible differences in mental set among people who turn on the radio rather than the tv set as their media choice.

"The fact that an individual is listening to the radio at the time our message is broadcast may in itself pre-dispose him (or her) to greater receptivity for the message than he displayed under typical copy test conditions.

"The longer we delay in getting research undertaken on the listening habits of individuals within the household, the more difficult it will become to isolate the sales effectiveness of radio. Media patterns are becoming more complex. Each new component added to the media mix for a product increases the research problem of identifying the specific combination of media exposure that individuals have received. Since the trend is still toward greater flexibility in media patterns, the present void in audience data may place an even greater handicap on radio as the emphasis increases on evaluation of the profit potentials for various combinations as the basis for final media selections."

DOMINATION IN DEPTH

The first study of local television ever made by the highly respected ALFRED POLITZ RESEARCH CO. reveals that almost everyone watches movies on television.

88% of the 11,420,000 New Yorkers over age 11 watch movies on television, and 75% of these viewers feel that movies are as enjoyable, or more enjoyable than other TV programs.

Which movie programs do viewers watch?

Politz studied the five leading television movie programs in New York and found that over a four week period...

Million Dollar Movie	7,757,000
Movie Program A	5,589,000
Movie Program B	4,630,000
Movie Program C	3,681,000
Movie Program D	3,218,000

Which movie program has the best movies?

	% of all Movie Viewers in 4-weeks
Million Dollar Movie	44.8%
Movie Program A	19.8%
Movie Program B	13.5%
Movie Program C	10.7%
Movie Program D	5.1%

Politz also studied the scheduling of TV movies in order to determine if viewers find these programs convenient to watch. Million Dollar Movie topped the other movie programs with *82.5% of all viewers* reporting that if there is a particular movie they want to see they find it *convenient to watch on Million Dollar Movie.*

A breakdown of movie viewers by categories such as income level, age level, residence, reveals that over a 4-week period *Million Dollar Movie reaches more people in every single category than any other television movie program!* This is truly domination in Depth.

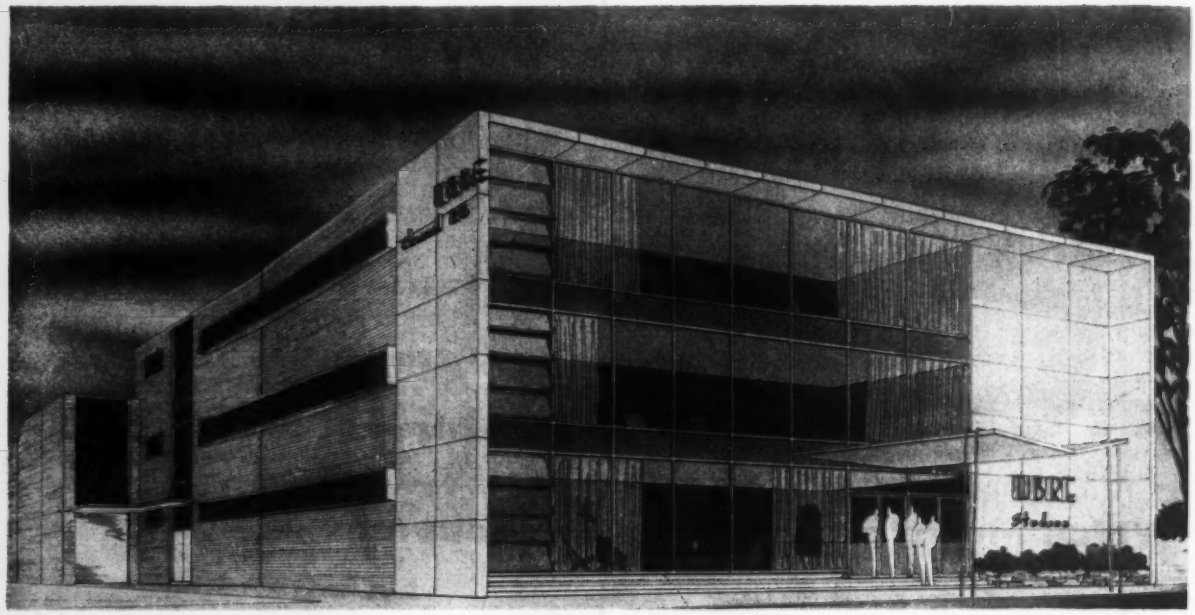
You can get the full details of the Politz Study from WOR-TV's booklet: "N. Y. TV's 10 MILLION MOVIE VIEWERS"

For your copy write: William P. Dix
WOR-TV, 1440 Broadway, N.Y. 18, N.Y

RKO *A Division of RKO Teleradio Pictures, Inc.*

WOR-TV channel **9** New York

WBRE BROKE GROUND



TODAY

Again WBRE-TV shows its outstanding leadership in Pennsylvania's Great Northeastern Wilkes - Barre - Scranton Market.

As you read this, men and machines are at work on the first phase of WBRE-TV's new home shown above. WBRE-TV's expansion comes shortly before its Fifth Anniversary . . . to be celebrated January 1, 1958.

Always First With The Finest in engineering know-how . . . programming . . . audience . . . coverage . . . and ratings, WBRE-TV's expanded facilities will provide the most modern studios and equipment for the presentation of "live" television shows . . . Black and White or COLOR! !

WBRE
TV Channel 28
WILKES-BARRE, PA.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION LEHIGH SNYDER MONTOUR CARBON CLINTON

No time to lose . . . get the very best in both Radio and Television in America's 24th market.

RESEARCH TOPS TV WORKSHOP

Research problems of television, including those of getting people to pay attention to research findings, occupied the television workshop at Advertising Research Foundation's third annual conference last Thursday in New York.

Jay Eliasberg, CBS-TV research director, offered findings to disprove such "legends" as those based on the idea that television has become "too expensive" and those blaming inferior programming for the summer drop-off in viewing; W. M. Weilbacher, vice president of Dancer-Fitzgerald-Sample, advanced standards for making cost-per-thousand computations more useful, and Bud Sherak, vice president of Kenyon & Eckhardt, appraised long-term planning in research.

In one of the question-and-answer developments after the formal presentations, a representative of the newspaper Bureau of Advertising got Mr. Weilbacher—who had dealt with cost-per-thousand in his talk—to agree that he would give "a highly qualified 'no' " to the use of cost-per-thousand in comparing different media.

This exchange prompted an interruption from the floor. A participant won applause from others in the audience when he told the group that cost-per-thousand cannot be disregarded in making inter-media comparisons. No matter how imperfect they are done, he said, they *are* done—and people in advertising "can't fold our hands piously" in the face of the problem.

The television meeting, with Grey Adv. Vice President E. L. Deckinger presiding, was one of eight workshop or general sessions held during the one-day conference, for which Arthur Hull Hayes, president of CBS Radio, was program chairman.

Striking at "legends" that have grown up despite research evidence to disprove them, Mr. Eliasberg first tackled the one that says tv's expensiveness is driving advertising into alternate-week sponsorships. During the four-week period which ended last January, he acknowledged, 44 of 138 regularly scheduled network evening programs were sponsored on an alternate-week basis.

But, he noted, there are other reasons for alternate-week sponsorships. Assuming that an advertiser who sponsored at least two hours of evening network programming in that four-week period could have afforded a single half-hour every week, he showed that 83% of all evening network time was sponsored by advertisers who could have afforded every-week sponsorships. Moreover, he said, the percentage of hours sponsored by advertisers who may not have been able to afford every-week programs has remained "virtually constant" (from 14% of evening hours in 1953 to 17% in 1956) through the years when tv costs are suppose to have skyrocketed.

Mr. Eliasberg conceded that time costs on the average half-hour nighttime network program had risen from $10,150 in 1951 to $44,200 this year, while talent costs have gone from $10,400 to $33,900. But, he noted, "network lineups now consist of substantially more stations than they did then and, more important . . . each of these stations provides a much larger audience for the advertiser's program than it did in past years." Actually, he continued, the cost per thousand home hours of viewing has risen 9% since 1951—from $16.50 to $18.10.

In contrast, he added, newspapers' cost-per-unit has gone up 14% and magazines' has increased 16%.

He next tackled the "Sunday afternoon intellectual ghetto myth"—the notion that "good" programming is being sacrificed by being shown on Sundays. Actually, he pointed out, one program got an average of 16 million homes per average minute on a Sunday afternoon—while none of four "good" programs shown that same afternoon got more than 21% of that number. He showed further that "good" programs have been switched from Sunday afternoon to prime evening periods with little or no improvement—and sometimes a loss—in ratings.

To answer the "legend" that the summer slump in listening wouldn't happen if networks and advertisers maintained their program standards, he cited the cases of eight programs which used no summer repeats and had no summer-winter differences in production standards. Yet, the average rating for the May-September period dropped 23%. He went on:

"In 1956, we see that the typical American television family spent 5 hours 36 minutes with its set in January . . . and in July the same family spent 38% less time watching summer programming. It sounds as though summer programming is really bad, doesn't it? But what happens in May? I know of no program that goes off for the summer as early as May, or which starts running repeats in May, or whose summer replacement comes on in May. Nevertheless, the typical American television family spent only 3 hours 53 minutes with its television set [in May], a drop of 31% from the January high. Notice that 81% of the January-July drop has already been accounted for by May, and that programming could have had nothing to do with it at all."

This point returned to haunt Mr. Eliasberg a little later when a participant arose to ask when the networks were going to revise their rate cards to reflect this summer slump. Mr. Eliasberg replied, however, that CBS-TV already recognizes it in its rates and discounts for 52-week advertisers.

Mr. Weilbacher offered these standards for useful cost-per-thousand computations:

1. They should be based on people.
2. They should be based on people actually exposed to the advertising message—the number of people actually in front of the set during the commercial.
3. So far as possible, they should be based on delivery of the advertising message to people who actually are prospects for the advertised brand.
4. One should be "wary" of cost-per-thousand comparisons — some expensive programs may be justified when marketing, merchandising and other specific considerations are taken into account; some cheap programs cannot be justified at all.
5. One should not make cost-per-thousand comparisons without being sure that he knows the true costs in all cases involved.

Mr. Sherak discussed "some of our long-term research problems . . . which grow out of the basic recommendations of the business: the size of the advertising budget, the media strategy, the creative platform, and the merchandising and promotion plans" and outlined some of the work being done in these areas at Kenyon & Eckhardt.

Many basic problems, he felt, could be solved by developing a "theoretical model which attempts to explain objectively how advertising works in producing sales." Among the elements in this model, he said, should be "advertising exposure and a number of psychological variables that control product acceptance" cutting across "all the special departments in advertising research, integrating media research, copy research, consumer research and motivation research."

He continued: "I think we should invest our time and effort to try and improve our techniques of measuring these variables and try to refine the model with additional variables. . . . "Finally, I think there is a desperate need for more basic research through ARF. Advertising researchers are just beginning to find out how to tackle some of our major problems systematically, and they need time, money, patience and the support of the ARF to do the job."

Other workshop sessions explored radio [see page 34], copy research, newspapers, magazines, motivation research and an all-media study showing that "there are no exclusive audiences."

At the luncheon, presided over by Mr. Hayes, Executive Committee Chairman Wallace H. Wulfeck of William Esty Co.

M'SIEUR le gendarme may be right in the middle of things, but he recognizes a number of Fords in the busy Paris traffic. The fine-line, busy art work is a new approach for Ford's animated tv commercials, which carry out the 1958 theme: "Proved and approved around the world." Created and produced by Playhouse Pictures, Hollywood, the commercials are a change of pace from the familiar large animated characters seen on the screen in close-ups with a product image. The "cluttered screen" animations were designed and created by Chris Jenkyns of Playhouse. Over 4,000 reels of the series of 12 commercials were mailed last month to 275 tv stations.

stressed that "we in this industry have a moral obligation to find ways of accurately measuring what a dollar spent in advertising produces in sales—and soon." This, Dr. Wulfeck admonished, "means we must be able to measure with precision both qualitative and quantitative factors in audiences to all media, magazines, newspapers, tv and outdoor. It means that we must be able, reliably, to evaluate copy, illustrations, radio and tv commercials as experienced in their proper frame of reference. It means we must find ways of understanding the whole complex of consumer dynamics as it plays its part in the rapidly changing economic development for the next few years."

In the afternoon session, BBDO made public for the first time a study of how Americans spend their leisure time and found them to be listening more, viewing more, reading more, and—in general—devoting *more* time to *more* activities. The report, outlined in an address by BBDO Research Vice President Ben Gedalicia, was introduced by Ford Motor Co.'s institutional advertising head Ben R. Donaldson, who said:

" . . . Some of us have to be awakened by the rude alarm clock of progress. . . . We must recognize that we live in a changing world." He said that "the time is past" when a single broadcasting station could point "with pride to its audience and claim it as its prize possession." The outcome of the BBDO study, noted Mr. Gedalicia, even surprised the agency, for "we found . . . rather quickly . . . [that] people were not behaving quite as we had anticipated."

He declared that the survey spiked the oft-quoted myth that the more intelligent the person, the more media he read or watched. Conversely, the survey also belied the contention that heavy media users are not as active—physically—as those people who use one or two media. In recent years, he went on, there has been a noticeable upsurge in viewing, listening, reading and the do-it-yourself activities among all strata of all sexes and of all income levels. But does all this "rushing around" imply that the advertising message may be lost in the maze of activity? No, says BBDO, which finds that "the heavy media users . . . are more likely to retain what they have seen. When one considers the amount of time they spend in media and their greater opportunity to be exposed to the advertiser's message via so many different channels, it is no surprise that they can do this."

Wulfeck Again Heads ARF Board; Slate of Directors Approved

Dr. W. H. Wulfeck, chairman of the executive committee of William Esty Co., was elected to his second consecutive one-year term as chairman of the board of the Advertising Research Foundation last week. Ben R. Donaldson, director of institutional advertising, Ford Motor Co., was re-elected vice chairman and Arno H. Johnson, vice president of J. Walter Thompson Co., was re-elected treasurer. William A. Hart continues as president and A. W. Lehman continues as managing director, ARF reported.

New directors of ARF are William R. Farrell, director of advertising, Monsanto Chemical Co., and Donald S. Frost, vice president, Bristol-Myers Co., representing advertisers; Charles L. Rumrill, president-board chairman, Rumrill Co., and Dr. Lyndon O. Brown, vice president in charge of media, merchandising and research, Dancer-Fitzgerald-Sample, representing agencies; Donald M. Hobart, senior vice president, Curtis Pub. Co., and John W. Hartman, president, Hill Bros. publications, representing media.

Previously elected advertiser directors are Rex M. Budd, director of advertising, Campbell Soup Co.; Frank W. Mansfield, director of marketing research, Sylvania Electric Products Inc.; J. Ward Maurer, vice president-advertising, Wildroot Co., and Paul B. West, president, Assn. of National Advertisers.

Continuing as advertising agency directors are Charles A. Pooler, senior vice president, Benton & Bowles; Vincent R. Bliss, president, Earle Ludgin & Co.; Sherwood Dodge, executive vice president, Fletcher D. Richards Inc.; and Frederic R. Gamble, president, American Assn. of Advertising Agencies.

ARF directors representing media also include Arthur Hull Hayes, president, CBS Radio; John C. Sterling, chairman of the board, *This Week* magazine; Andrew Heiskell, publisher, *Life* magazine; Walter C. Kurz, advertising manager, *Chicago Tribune;* David C. Adams, executive vice president, NBC, and William B. Carr, advertising director, *McCall's.*

Bristol-Myers Acquires Grove Labs in Merger

Bristol-Myers Co., New York, which by Dec. 31 expects to effect close to $100 million annual sales, and Grove Labs, St. Louis, which hopes to rack up $13.5 million sales by year's end, have culminated six months of secret talks and will merge pending Grove stockholder approval.

Joint announcement of the merger was made last week by Lee H. Bristol, B-M president, and James H. Groves, Grove president. Bristol-Myers, which has purchased the total business and assets of Grove through a stock-and-cash deal the terms of which were not disclosed, will run Grove as a wholly-owned subsidiary. It was understood the merger already has been approved by B-M's 15,000 stockholders. Grove, a family-owned firm, has approximately 100 shareholders. They are slated to meet in January at St. Louis.

According to B-M officials, no changes are contemplated either in Grove management, its sales force or its multi-agency structure. A bellwether broadcast advertiser, Grove last year billed approximately $5 million, of which $2 million was in spot tv alone. Products and their agencies are: Bromo Quinine, a $1 million account that in 1956 switched to Gardner Adv., St. Louis, from Benton & Bowles, New York; NoDoz Awakener and Shut-Eye sleeping formula, the former a radio network advertiser, through Sidney Garfield & Assoc., San Francisco; Citroid Compound, a $2 million account of which 30% was in radio spot this season [ADVERTISERS & AGENCIES, Oct. 21], through Dowd, Redfield & Johnstone; Fitch hair products and Pazo ointment, and other Grove products, also radio advertisers, through Cohen & Aleshire, New York. Grove's success with radio was detailed earlier this fall at Radio Advertising Bureau's annual National Radio Advertising Clinic by Advertising Manager R. W. Testement [ADVERTISER & AGENCIES, Oct. 14].

Bristol-Myers' ad budget is considerably higher than Grove's. Last year, it spent approximately $21 million, of which over $10 million was in television, $9 million of the latter figure in network. Its agencies include BBDO; Doherty, Clifford, Steers & Shenfield; Young & Rubicam, and two other agencies servicing ethical advertising. The B-M products most often mentioned on the air include Bufferin, Ban, Sal Hepatica, Vitalis, Mum, Theradan, Ipana and Minit-Rub. Among tv network programs identified with B-M are CBS-TV's *Alfred Hichcock Presents* and *Playhouse 90* and ABC-TV's *Mickey Mouse Club.*

Bristol-Myers also is quite active in daytime network radio and makes considerable use of spot radio and tv.

The acquisition of Grove follows by over a year B-M's disposal of two divisions, neither of which manufactured products bearing "a logical relationship between the present and indicated future lines" of the products and "the basic business of the company." A year ago last July Bristol-Myers sold to Sherwin-Williams Co., paint and brush manufacturers, its Rubberset Co. (shaving brushes) and that December, effected a stock deal with American Can Co. for Canco's acquisition of B-M's Sun Tube Corp. The corporation now has three divisions—Bristol-Myers Products Div., Bristol Labs Inc. and the ethical drug division. Grove Labs may eventually be run as the fourth.

Broadcasters to Attend Meets on D'Arcy Operations

Radio-tv station representatives will be invited to attend the first of a series of media-relations meetings scheduled by D-Arcy Adv. Co., St. Louis, and announced last week by its president, Harry W. Chesley Jr.

The purpose of the program, under which D'Arcy will set aside one day each month for a small group of visiting media representatives or client executives, is to personalize agency-media relations and to familiarize media people with D'Arcy operations. Brief talks by agency department heads and a tour of the company are included.

Radio-tv station representatives will kick off the series Nov. 20, to be followed by representatives of other media, including newspapers, magazines, outdoor and transportation firms. Agency talks will explain D'Arcy's integrated operations, from conception of a product through all advertising and marketing stages to final sales at the consumer level. Special slide film will be utilized as a prologue to the talks by creative radio-tv, media, research, merchandising, copy, public relations and marketing heads.

MEASURING EDSEL'S TV IMPACT

- **Two surveys draw like conclusions on public reaction**
- **Push-button gear shift stands out as most-remembered**

Two approaches to the commercial impact of a network tv program were demonstrated in New York last week as the new Edsel and its tv introduction (*The Edsel Show*, a one-hour, one-shot program starring Bing Crosby and Frank Sinatra on CBS-TV Oct. 13) got a thorough statistical going-over.

COMMERCIAL REACTION, AUDIENCE ATTITUDES

A survey by the Pulse Inc. profiled not only the reaction of the audience to the commercials on the Crosby-Sinatra extravaganza but also audience attitudes on the Edsel itself—the advantages or disadvantages of the newly-introduced car, its cost, its prospects, its potential customers and how it stacks up against the cars that viewers are now driving.

In the commercials, the thing that stuck most in viewers' minds was the fact that the Edsel's push-button gear shift is on the steering wheel. A total of 23% noted this feature. Next in remembrance, with 9.2%, was the fact that the Edsel line offers a number of different models. Third most impressive feature, noted by 4.9%, was not related to the car itself but to the commercials—the feeling that the sales messages were good, not too numerous, in good taste and "not thrown at you."

Next in line were attractiveness of the Edsel and recollections of its styling (4.6% each), and the push button for the trunk (4.4%).

At the other end of the scale—some 25 features were covered—32.9% said they remembered "nothing particular," and 3.7% found the commercials "stupid," "repeated" or "tense."

The answers were broken down between "car owners" and "non-car owners," and often commercial remembrance was higher among non-owners, on a percentage basis, than among owners.

Comparing the Edsel to their present cars, 4.7% thought the Edsel "much better" and 27.7% thought it "better"—while another 27.7% thought it "not as good." A total of 7.3% felt it "has to be better" because it's a 1958 model; 6.7% thought one was as good as the other, and 21.6% felt they didn't know.

Almost half (49.9%) thought the Edsel has advantages over other cars—push button driving, modern design and styling, and advanced controls and other improvements were named most often, in that order—while 32.9% felt it has no advantages and 17.2% had no opinion. A total of 22.8% felt it has disadvantages—dissatisfaction with styling, dislike of controls etc., and a feeling that it would not be economical were most frequently mentioned—but 60.1% saw no disadvantages and 17% had no opinion.

Among the car owners, 10.4% said they thought they would choose an Edsel for their next car; 51.5% said they would not, and 38.1% didn't know. Of those who thought their next car would be an Edsel, 15.7% said they were influenced by their liking for it and the fact it was made by Ford; 13.7% because they liked the styles and models, and 11.8% because they liked the trim and other features. A total of 17.6% gave no particular reason.

Among those not planning to make their next car an Edsel, chief reason (cited by 25.3%) was the feeling that it was priced beyond their reach.

Asked for their views on Edsel's "prospects for the future," owners and non-owners followed generally similar patterns. Of the total, 17.2% thought the prospects were "excellent, very good"; 41.6% thought them "good"; 12.3% voted "fair, okay, all right"; 22.1% had no opinion; 6% regarded the outlook "poor" and 0.9% called it "very poor, terrible."

The kind of person apt to buy an Edsel, in the opinion of the greatest number (12.6%), was "middle class." Next came the person who "likes something new and different, modern" (9.4%), the "average income person" (8.9%), the "upper class, rich, wealthy" (8.7%), and those "who can afford it" (8.3%). Almost 6% thought "anyone" would buy an Edsel; 0.9% said a "smart person" would buy; 0.7% said "a fool" would, and 0.5% said someone who "likes to keep up with the Joneses."

Most people (18.9%) estimated the Edsel's cost in the $3,000 to $3,099 range, while the second largest group (11.8%) put it at $4,000 and over. Almost 11% thought it was $3,500 to $3,599. Actually, Pulse spokesmen noted, the cost ranges from approximately $2,600 to $3,800.

Reaction to the show itself was overwhelmingly favorable, with 85.7% rating it "good," "very good" or "excellent" and less than 5% calling it "poor" or worse.

The survey also undertook to measure the institutional value of the program, asking viewers how, after seeing the program, they felt about Ford Motor Co., the sponsor. More than half (53%) said they were "more favorable" than before; 1.5% said they were "less favorable," and 45.5% had "no particular reaction."

Pulse spokesmen said researchers called on 200 persons in each of the 20 markets covered and interviewed every third person who had seen the program, getting complete answers from 587 (491 car owners, 96 non-owners).

SECOND SURVEY USES NEW DEPTH TECHNIQUE

The research file on the Edsel was considerably fattened a few days after issuance of the Pulse survey with the release of research conducted by Qualitative Research Inc. under the direction of the Television Bureau of Advertising.

In the research, Dr. Leon Arons, TvB's research director, noted that a "special technique" was developed. Four groups were interviewed via the telephone recall method. Used were "matching" groups of viewers and non-viewers of the program. In each case of viewer and non-viewer, one group (the matched) was interviewed before the show and the other immediately after the show.

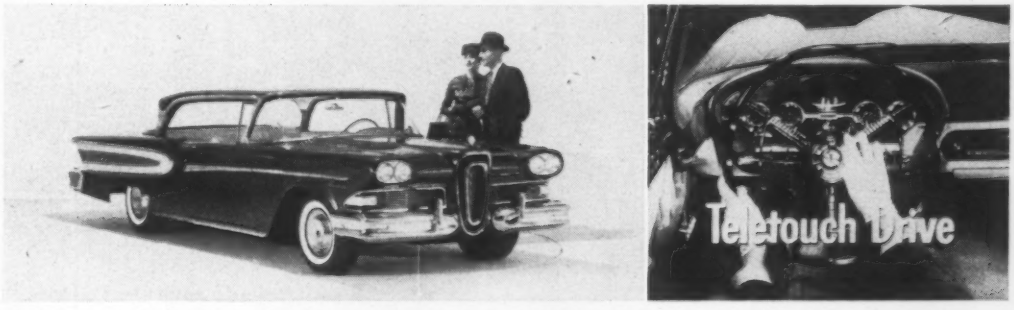
According to Dr. Arons, "Each group consisted of next door neighbors of the other group. We could expect that the non-viewers and their neighbors who had been interviewed before the program would show no difference in results, since neither group had been exposed to the program. This was made a paramount condition or control for the findings."

Interviews (a total sample of 618 persons) were taken in 11 markets (in both the city and suburbs).

Among the findings:

The public's favorable attitude toward the Edsel doubled as the result of the single tv show: Before the program, 17.3% of the people thought the Edsel a "very good" car, but after the show, the percentage rose to 35.6%.

When respondents were asked what they could tell about the Edsel and its features, 27.6% of the viewers spontaneously referred to the pushbutton transmission on the steering wheel compared to 8.6% of their neighbors who were interviewed before the program. The "control" or condition: Of non-viewers questioned after the telecast, 8.1% had mentioned the feature, contrasted



OBJECT *of all the commercial research reported by the Pulse and Qualitative Research Inc. is the Edsel itself. The picture at right shows a closeup of the push-button gearshift featured in one commercial on the show. This proved to be the most-remembered feature of the Edsel commercials.*

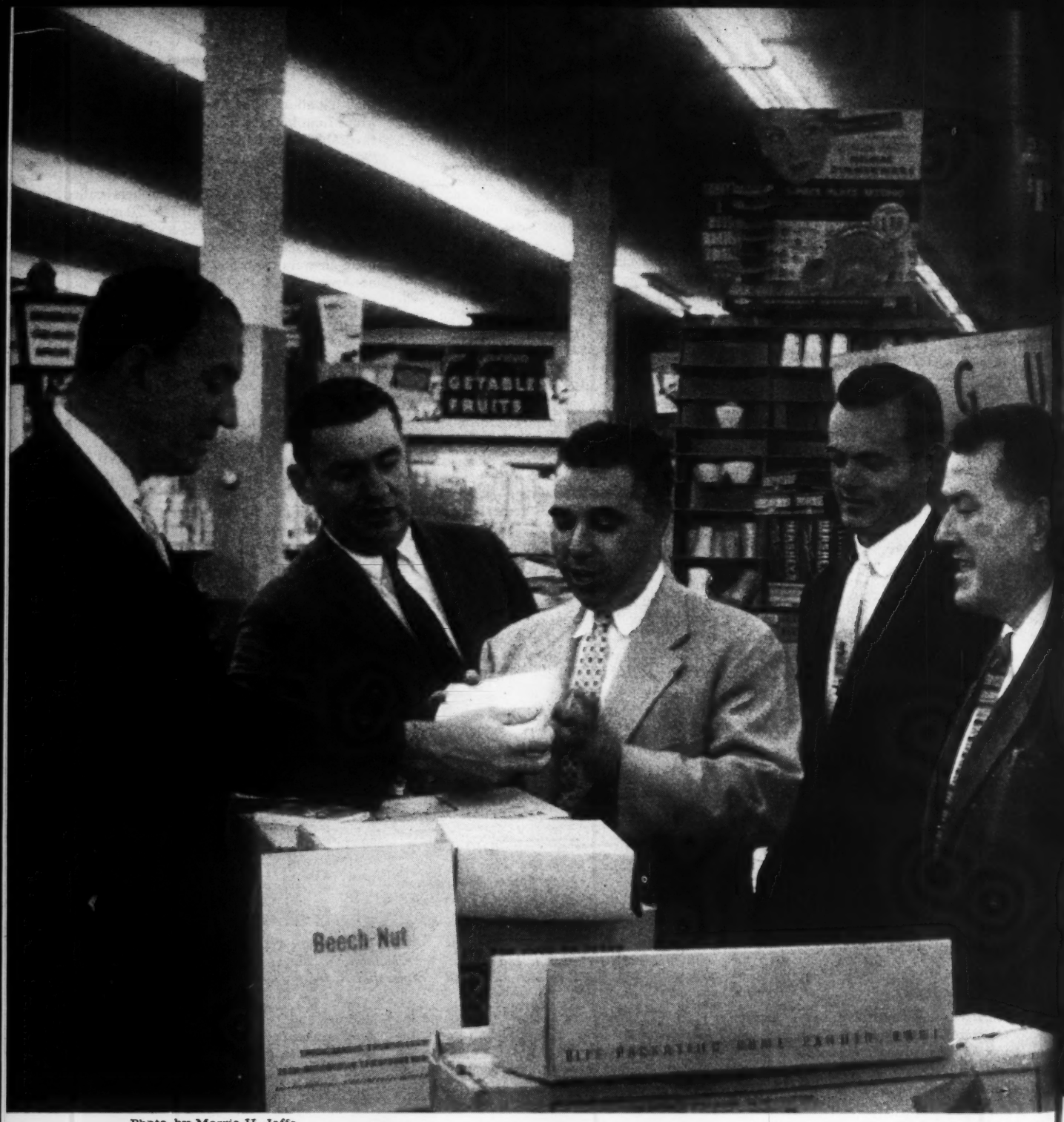


Photo by Morris H. Jaffe.

Beech-Nut Life Savers, Inc. and its agency, Young and Rubicam, are Sold on Spot as a basic advertising medium.

Following its merger with Life Savers, Beech-Nut Gum adopted an aggressive new sales policy, aimed at overcoming distribution problems and at making Beech-Nut Gum the leading national brand. The method: a giant initial build-up in America's top 50 markets. The medium: SPOT RADIO.

Using 63% of its total advertising allotment, Beech-Nut Gum is blanketing the top 50 markets with a 10-second spot campaign, ranging from 50 announcements per week to 115 per week in New York City. The schedule covers radio's high-traffic periods, Monday through Friday, 7-9 a.m. and 4-6 p.m., with emphasis on the latter part of the week, when most family marketing is done.

Jim Parker, Advertising Manager, tells why SPOT

Left to right:
William Geeslin,
Y & R Account Executive;
James Parker,
Advertising Manager,
Beech-Nut Life Savers, Inc.;
Rocco Ciccone, Sup't.,
First National Stores, Cross County Center, Yonkers;
Herbert Watson,
Radio Sales Representative,
NBC Spot Sales;
William P. Dollard,
Y & R Media Buyer.

RADIO figures large in Beech-Nut Gum's future plans: "Using those regions where its distribution is already established as a springboard, Beech-Nut Gum is making a national splash. Only SPOT RADIO gives the frequency required for such a tremendous job at such reasonable cost. To its extensive and continuing schedule in the top 50 markets, and to NBC Spot Sales' radio stations in every market where they play a part, goes much of the credit for the overwhelming success of the Beech-Nut Gum campaign."

Whether you're aiming at a specific region, or trying to hit all the top markets, you'll find that you can really call your advertising shots when you use SPOT... especially on these leadership stations, represented by...

NBC SPOT SALES

Hartford-New Britain	WNBC
New York	WRCA, WRCA-TV
Schenectady-Albany-Troy	WRGB
Philadelphia	WRCV, WRCV-TV
Washington	WRC, WRC-TV
Buffalo	WBUF
Miami	WCKT
Cleveland	WHK
Louisville	WAVE, WAVE-TV
Chicago	WMAQ, WNBQ
St. Louis	KSD, KSD-TV
Denver	KOA-TV
Los Angeles	KRCA
Seattle-Tacoma	KOMO, KOMO-TV
San Francisco	KNBC
Honolulu	KGU, KONA-TV

to 9.6% of those non-viewers interviewed before the program.

In directing the respondents' attention to specific features in the commercials (there were three commercials on the program—one, a broad sweep of the model, two, of the whole Edsel line, and three, on Edsel features), 51.8% of the viewers gave the correct information with respect to the push-button transmission compared to 21.8% of their neighbors interviewed before the program.

In measuring attitude toward the Edsel, 67.8% of program viewers gave favorable ratings, while 39.1% of their neighbors interviewed before the show were favorable. For all persons interviewed, this "in favor attitude" rose from 40.8% of persons interviewed before to 54.4% interviewed after the telecast. No significant differences in attitude were recorded of non-viewers to those interviewed before the program.

According to TvB, the increase in favorable ratings "seemed to come largely from respondents with no particular feeling toward the car before the telecast. In different ratings of the car were given by 28.2% of program viewers, a drop of 25.8% from the level of those interviewed in advance (54%)."

As seen by Norman E. Cash, TvB president, "this new technique measures the first point of advertising—the public's opinion of a product." It means, Mr. Cash said, that "at last advertisers have a technique for measuring the basic effectiveness of their advertising." He indicated the same technique could be applied to other media. The results, he continued, show tv "increasing the consumer knowledge and, more important, the favorable attitude toward the product.

". . . We are not measuring audience size, we are measuring the depth of impression television created in each viewer."

Thus, he said, the survey found "marked increases in the awareness of viewers to specific selling features" of the Edsel after just one tv exposure.

TvB admitted it might foster other similar surveys by Qualitative Research Inc. (an independent firm), but emphasized that it hoped the results of the study on the Edsel would encourage others to employ the technique developed. Dr. Arons acknowledged that Ford had "cooperated" with the survey but was "semi-surprised" at the results. Foote, Cone & Belding, Edsel's agency, assisted by providing field people with scripts of the commercials. People were not asked to "rate" the program itself.

AAAA Meeting Plans To Scrutinize Tv Ads

The broadcast media—particularly the tv commercial—will come under professional scrutiny Tuesday and Wednesday when the American Assn. of Advertising Agencies holds its annual eastern conference in New York at the Roosevelt Hotel.

Seven workshops—on research, radio-tv commercials, media buying, marketing, account management and two on print—as well as a concluding "look-ahead meeting" on Wednesday will highlight the conference.

The "look-ahead meeting" will feature a talk on serving clients by Raymond O. Mithun, president-chairman of the board, Campbell-Mithun, Minneapolis; a speech on the agency's creative function by Eugene Harrington, president of Fletcher D. Richards Inc., New York, and a treatment of the management's view from AAAA Board Chairman Melvin Brorby, senior vice president, Needham, Louis & Brorby, Chicago. This session will be presided over by Brown Bolte, executive vice president, Benton & Bowles, New York, and chairman of the AAAA's eastern region.

Among agenda highlights:

Research workshop, Tuesday afternoon: "How close can research come to measuring the sales effectiveness of advertising?" with three speakers taking different approaches; the general—Wroe Alderson, partner of Alderson & Sessions; the qualitative—Paul Gerhold, vice president in charge of media research at Foote, Cone & Belding, and the quantative—John DeWolf, vice president and director of research, G. M. Basford Co. Peter Langhoff, Young & Rubicam will preside.

Tv-radio commercials workshop, Tuesday afternoon: "Here comes video tape," by Ross H. Snyder, manager of special products division, Ampex; "new techniques in tv film commercials" by Film Producer Assn. of New York and narrated by Bert Hecht of FPA's technical services and color committee; "probe, critic, commercials" with Marie Torre, syndicated tv columnist of *New York Herald-Tribune*, and Mike Wallace, ABC-TV commentator; "the new sound of radio" by Kevin Sweeney, president of Radio Advertising Bureau, and "the seven lively arts of television," a special presentation by Cunningham & Walsh. Elizabeth Pike, vice president, Benton & Bowles, will preside over the commercials workshop.

Media buying workshop, Wednesday morning: "How to plan media strategy." Three media directors—Robert H. Boulware, associate media director, Bryan Houston; Newman F. McEvoy, senior vice president and director, Cunningham & Walsh, and G. Maxwell Ule, senior vice president, Kenyon & Eckhardt—will analyze a hypothetical advertising problem and recommend media strategy [CLOSED CIRCUIT, Oct. 7]. A "review board" critique will follow by Ralph Robertson (as board spokesman), vice president and marketing director, Geyer Adv.; David P. Crane, vice president in charge of media, Benton & Bowles, and Anthony DePierro, vice president and media director, Lennen Newell.

The marketing workshop also is slated for Wednesday morning with sessions on account management, print creative functions and print productions scheduled for Wednesday afternoon.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,574,000 people in the U. S. over 12 years of age during the week Nov. 3-9. This is how they spent their time:

67.7%	(83,553,000) spent	1,871.6 million hours	WATCHING TELEVISION
55.4%	(68,373,000) spent	1,005.1 million hours	LISTENING TO RADIO
82.5%	(101,819,000) spent	427.6 million hours	READING NEWSPAPERS
30.9%	(38,136,000) spent	182.4 million hours	READING MAGAZINES
25.8%	(31,842,000) spent	404.9 million hours	WATCHING MOVIES ON TV
25.6%	(31,691,000) spent	132.0 million hours	ATTENDING MOVIES *

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING, each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 105,120,000 people over 12 years of age see tv (85.2% of the people in that age group); (2) 40,692,000 U. S. households with tv; (3) 44,725,000 tv sets in use in U. S.

Merger Forms New L. A. Agency

The merger of Atherton Advertising Agency and Mogge-Privett Inc., both Los Angeles, into Atherton-Mogge-Privett Inc., will occur Dec. 1, according to a joint announcement by Norton W. Mogge, president of Mogge-Privett, who also will be president of the new agency, and Alfred A. Atherton, owner of his agency, who will be executive vice president of the new A-M-P Inc. Other officers of the new firm include John A. Privett, vice president and secretary-treasurer; James Lothian, vice president, and Milton Zolotow, vice president. Headquarters of the new agency will be at 8467 Everly Blvd., present address of Atherton Advertising Agency.

Can Newspapers Provide Effective Coverage of the

$2 Billion WSMpire?

Here are the facts.

There are 14 daily newspapers in the area. They have a combined circulation (ignoring duplication) of 318,542.

One 600 line insertion (approximately ¼ page) in these 14 papers costs $894.00.

Within this same area, WSM delivers a comparable *unduplicated* daytime audience plus an outside bonus audience even larger than that for which you pay. And on WSM you can achieve real penetration at amazingly low cost.

On WSM, $894.00 buys

24 one minute announcements in a week,
or a choice quarter hour in the Grand Ole Opry for 3 weeks,
or a 15 minute morning newscast 5 days weekly, for 3 weeks.

Ask Bob Cooper, or any Blair man for the facts and figures.

There is a difference . . . it's W S M radio

50,000 WATTS, CLEAR CHANNEL, NASHVILLE • BLAIR REPRESENTED • BOB COOPER, GENERAL MANAGER

NETWORK, SPOT TV UP 8.4% OVER '56

TvB-Rorabaugh: nine-month spot total $329,899,000, up $39,243,000

Reports of slackness in television buying were belied last week by computations showing gross expenditures in network and spot television for the first nine months of 1957 ran more than $54 million (about 8.4%) ahead of the same period in 1956. Nine-month totals: $697,975,607 this year, $643,617,824 last.

Television Bureau of Advertising's quarterly report on spot tv spending brought the spot total for January-through-September 1957 to at least $328,899,000, while Publishers Information Bureau computed gross expenditures in network television for the same period at $369,076,607 [AT DEADLINE, Nov. 11]. The totals at the end of three quarters in 1956 were $289,656,000 in spot and $353,961,824 in network [ADVERTISERS & AGENCIES, Nov. 19, 1956].

TvB, whose spot figures are compiled for it by N. C. Rorabaugh Co., estimated third-quarter spot television expenditures at $93,-094,000 for the 325 stations reporting.

TvB also noted that new reporting procedures had been inaugurated with the third-quarter report, designed for greater accuracy and completeness. All reporting now is being done on a full 13-week basis each quarter, making it unnecessary to project quarterly totals from sample weeks. Norman E. Cash, TvB president, complimented both the cooperating stations and Rorabaugh "for their effort and care in making such information available."

Mr. Cash said that "while this third quarter report [on spot tv] reflects the normal seasonal drop in all media, it shows expenditures of almost $10 million over the same quarter last year and an increase for the nine-month period of over $39 million. An analysis of 270 stations reporting, common to both periods (third quarter, 1956 and 1957), shows a 13% increase in gross dollars for the current period."

The third-quarter seasonal drop is reflected in a comparison of third and second quarter spot tv totals: in the second quarter the total was $118,870,000 while in the third it came to the $93 million-plus figure.

Mr. Cash singled out household cleaners, cleansers, polishes and waxes as the major product category showing the greatest gain in tv usage during the third quarter—up from $592,000 to $1,099,000 for an increase of 85.6%. Household laundry products rose 62% from $3,284,000 to $5,321,000; cosmetics and toiletries 49.4% from $8,950,000 to $13,367,000; automotive 36.9% from $1,827,000 to $2,501,000; gasoline and lubricants 29.7% from $3,908,000 to $5,070,000, and ale, beer and wine 20.6% from $8,463,000 to $10,211,000.

Nine newcomers were noted in the ranks of third-quarter top 100 spot tv spenders: Atlantic Refining, Ex-Lax, General Cigar, Harrison Labs, Kroger Co., National Brewing, Regal Pale Brewing, George Wiedemann Brewing, and J. B. Williams Co. A number of others expanded their spot tv usage in the quarter, among them Continental Baking, Miles Labs, Adell Chemical, General Mills, Bristol-Myers, Ford Motors, and Gillette.

WHAT THE TOP 100 SPENT FOR SPOT TV

THIRD QUARTER 1957

1.	PROCTER & GAMBLE	$7,306,600	33.	BLOCK DRUG	523,000	65.	AMERICAN BAKERIES	310,400
2.	BROWN & WILLIAMSON	2,982,500	34.	HAMM BREWING	512,600	66.	TEXAS CO.	297,800
3.	CONTINENTAL BAKING	2,439,600	35.	R. J. REYNOLDS	505,000	67.	CARLING BREWING	294,500
4.	COLGATE-PALMOLIVE	1,985,300	36.	P. BALLANTINE & SONS	499,300	68.	AVON PRODUCTS	293,900
5.	CARTER PRODUCTS	1,776,000	37.	J. A. FOLGER	483,100	69.	PACIFIC TEL. & TEL.	283,700
6.	GENERAL FOODS	1,718,000	38.	AMERICAN TOBACCO	466,500	70.	NATIONAL BREWING	282,000
7.	MILES LABS.	1,617,000	39.	PABST BREWING	465,600	71.	SOCONY MOBIL OIL	281,300
8.	STERLING DRUG	1,479,300	40.	PHILLIPS PETROLEUM	450,100	72.	WIEDEMANN BREWING	251,000
9.	LEVER BROTHERS	1,290,600	41.	WILLIAM WRIGLEY JR	449,600	73.	GENERAL MILLS	249,000
10.	WARNER-LAMBERT PHAR.	1,079,500	42.	STANDARD OIL (IND.)	444,100	74.	GENERAL MOTORS	242,300
11.	ADELL CHEMICAL	1,076,800	43.	BURGERMEISTER BREWING	440,700	75.	BEST FOODS	242,000
12.	PHILIP MORRIS	1,045,500	44.	PIEL BROS.	435,600	76.	ATLANTIC REFINING	241,800
13.	BULOVA WATCH	1,003,000	45.	H. J. HEINZ	427,900	77.	ARMSTRONG RUBBER	240,500
14.	NATIONAL BISCUIT	998,700	46.	HILL'S BROS. COFFEE	408,700	78.	WILSON & CO.	238,600
15.	INTERNATIONAL LATEX	992,500	47.	BEECH-NUT LIFE SAVERS	407,800	79.	GREAT A & P TEA	223,000
16.	BRISTOL-MYERS	941,300	48.	AMERICAN CHICLE	397,700	80.	SAFEWAY STORES	218,200
17.	ROBERT HALL CLOTHES	936,900	49.	U. S. BORAX & CHEM.	389,000	81.	REGAL PALE BREWING	215,900
18.	ANHEUSER-BUSCH	856,900	50.	MARATHON CORP.	387,100	82.	ROBERT CURLEY	215,700
19.	FORD MOTOR	853,100	51.	HAROLD F. RITCHIE	382,000	83.	PAXTON & GALLAGHER	215,300
20.	NEHI (BOTTLERS)	834,700	52.	WESSON OIL & SNOW DRIFT	377,700	84.	GENERAL CIGAR	215,200
21.	LIGGETT & MYERS	819,000	53.	KELLOGG	375,400	85.	HELAINE SEAGER	211,700
22.	CHARLES ANTELL	809,900	54.	CORN PRODUCTS REFINING	369,600	86.	CHESEBROUGH-PONDS	210,500
23.	COCA-COLA (BOTTLERS)	771,200	55.	NATIONAL DAIRY PRODUCTS	367,000	87.	HARRISON LABS.	210,000
24.	GILLETTE	762,600	56.	M. J. B.	361,000	88.	SEALY MATTRESS (DLRS.)	204,800
25.	SHELL OIL	740,800	57.	MAX FACTOR	351,100	89.	DUNCAN COFFEE	203,700
26.	SCHLITZ BREWING	707,300	58.	SEVEN-UP (BOTTLERS)	350,000	90.	LANGENDORF UNITED BAKERIES	201,000
27.	FOOD MFRS.	654,500	59.	P. LORILLARD	345,900	91.	EX-LAX	199,500
28.	AMERICAN HOME PRODS.	648,900	60.	J. B. WILLIAMS	343,500	92.	COTY	198,200
29.	PEPSI COLA (BOTTLERS)	601,300	61.	ASSOCIATED PRODUCTS	342,100	93.	W. B. REILY	196,200
30.	FALSTAFF BREWING	600,100	62.	RAYCO MFG.	329,900	94.	KROGER	193,400
31.	ESSO STANDARD OIL	591,900	63.	DR. PEPPER (BOTTLERS)	328,300	95.	MAYBELLINE	191,000
32.	NESTLE CO.	558,900	64.	STANDARD BRANDS	318,400	96.	HELENE CURTIS	188,800
						97.	BORDEN	188,000
						98.	RALSTON-PURINA	185,400
						99.	LIEBMANN BREWERIES	183,800
						100.	INTERSTATE BAKERIES	182,800

TvB's SPOT BREAKDOWN BY PRODUCT CATEGORIES APPEARS ON PAGE 48

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

Politz Facts Point Up Strategy of Using Leading Stations

Almost everyone is included in radio's huge daily audience. Radio is where your customers are. Wherever they may be, radio follows them, reaching their minds while their hands are busy. Only radio can be—and is—the constant companion of the American people.

This powerful advertising factor, unique to radio, is dramatically documented by a continuing series of Alfred Politz Research projects. And it is coupled with the significant finding that the radio audience is highly selective in its choice of stations. Together, these confirmed facts provide the basis of a potent advertising strategy called The Nation's Voice.

This strategy uses just 48 selected stations of the 3000 now broadcasting. Located in key marketing areas, these stations reach the greatest number of adults. And they command, to an extraordinary degree, the *trust* and *confidence* of their listeners—having earned their respect through outstanding broadcasting standards. The impact is personal. The loyalty is deep.

These facts have been confirmed again and again. There are seven separate Politz studies now available. Five of these present complete data for divergent markets served by individual *great stations*. The sixth, recently released, develops complete data for Upstate New York—served by four *great stations*. Now the latest study, conducted nationwide, adds new detailed information both on radio and on the reach and value of The Nation's Voice strategy.

This strategy is effective for budgets small and large. Whatever you are selling and whatever the appropriation, it will pay you to investigate the sales power of The Nation's Voice. Just call the nearest Christal office.

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore
WAPI Birmingham
KOA Denver
WJR Detroit
KTHS Little Rock
KFI Los Angeles
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WBEN Buffalo
WTIC Hartford
WHAS Louisville
WSYR Syracuse
WGAR Cleveland
WDAF Kansas City
WCKR Miami
WTAG Worcester

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

PRODUCTS: HOW THEY SPLIT $93.1 MILLION IN SPOT TV

AGRICULTURE	**$ 261,000**
Feeds, Meals	182,000
Miscellaneous	79,000
ALE, BEER & WINE	**10,211,000**
Beer & Ale	9,833,000
Wine	378,000
AMUSEMENTS, ENTERTAINMENT	**136,000**
AUTOMOTIVE	**2,501,000**
Anti-Freeze	31,000
Batteries	15,000
Cars	1,492,000
Tires & Tubes	511,000
Trucks & Trailers	30,000
Miscellaneous Accessories & Supplies	422,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	**620,000**
Fixtures, Plumbing, Supplies	78,000
Materials	173,000
Paints	246,000
Power Tools	30,000
Miscellaneous	93,000
CLOTHING, FURNISHINGS, ACCESSORIES	**2,034,000**
Clothing	1,844,000
Footwear	137,000
Hosiery	13,000
Miscellaneous	40,000
CONFECTIONS & SOFT DRINKS	**5,496,000**
Confections	1,610,000
Soft Drinks	3,886,000
CONSUMER SERVICES	**2,902,000**
Dry Cleaning & Laundries	15,000
Financial	560,000
Insurance	457,000
Medical & Dental	67,000
Moving, Hauling, Storage	73,000
Public Utilities	1,305,000
Religious, Political, Unions	224,000
Schools & Colleges	29,000
Miscellaneous Services	172,000
COSMETICS & TOILETRIES	**13,367,000**
Cosmetics	1,809,000
Deodorants	1,685,000
Depilatories	201,000
Hair Tonics & Shampoos	2,766,000
Hand & Face Creams, Lotions	68,000
Home Permanents & Coloring	2,361,000
Perfumes, Toilet Waters, etc.	141,000
Razors, Blades	183,000
Shaving Creams, Lotions, etc.	696,000
Toilet Soaps	3,054,000
Miscellaneous	403,000
DENTAL PRODUCTS	**1,813,000**
Dentifrices	1,430,000
Mouthwashes	65,000
Miscellaneous	318,000
DRUG PRODUCTS	**5,943,000**
Cold Remedies	284,000
Headache Remedies	1,055,000
Indigestion Remedies	1,830,000
Laxatives	841,000
Vitamins	197,000
Weight Aids	85,000
Miscellaneous Drug Products	1,472,000
Drug Stores	179,000
***FOOD & GROCERY PRODUCTS**	**21,973,000**
Baked Goods	5,498,000
Cereals	1,611,000
Coffee, Tea & Food Drinks	4,860,000
Condiments, Sauces, Appetizers	977,000
Dairy Products	1,441,000
Desserts	178,000
Dry Foods (Flour, Mixes, Rice, etc.)	675,000
Fruits & Vegetables, Juices	666,000
Macaroni, Noodles, Chili, etc.	281,000
Margarine, Shortenings	832,000
Meat, Poultry & Fish	1,440,000
Soups	59,000
Miscellaneous Foods	1,479,000
Miscellaneous Frozen Foods	266,000
Food Stores	1,710,000
GARDEN SUPPLIES & EQUIPMENT	**65,000**
GASOLINE & LUBRICANTS	**5,070,000**
Gasoline & Oil	4,861,000
Oil Additives	155,000
Miscellaneous	54,000
HOTELS, RESORTS, RESTAURANTS	**110,000**
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	**1,099,000**
Cleaners, Cleansers	750,000
Floor & Furniture Polishes, Waxes	147,000
Glass Cleaners	25,000
Home Dry Cleaners	133,000
Shoe Polish	2,000
Miscellaneous Cleaners	42,000
HOUSEHOLD EQUIPMENT-APPLIANCES	**914,000**
HOUSEHOLD FURNISHINGS	**714,000**
Beds, Mattresses, Springs	591,000
Furniture & Other Furnishings	123,000
HOUSEHOLD LAUNDRY PRODUCTS	**5,321,000**
Bleaches, Starches	874,000
Packaged Soaps, Detergents	4,242,000
Miscellaneous	205,000
HOUSEHOLD PAPER PRODUCTS	**697,000**
Cleansing Tissues	222,000
Food Wraps	104,000
Napkins	48,000
Toilet Tissue	40,000
Miscellaneous	283,000
HOUSEHOLD, GENERAL	**559,000**
Brooms, Brushes, Mops, etc.	22,000
China, Glassware, Crockery, Containers	5,000
Disinfectants, Deodorizers	180,000
Fuels (heating, etc.)	55,000
Insecticides, Rodenticides	164,000
Kitchen Utensils	5,000
Miscellaneous	128,000
NOTIONS	**73,000**
PET PRODUCTS	**918,000**
PUBLICATIONS	**254,000**
SPORTING GOODS, BICYCLES, TOYS	**110,000**
Bicycles & Supplies	13,000
General Sporting Goods	32,000
Toys & Games	56,000
Miscellaneous	9,000
STATIONERY, OFFICE EQUIPMENT	**48,000**
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	**211,000**
Antennas	22,000
Radio & Television Sets	29,000
Records	57,000
Miscellaneous	103,000
TOBACCO PRODUCTS & SUPPLIES	**6,636,000**
Cigarettes	6,160,000
Cigars, Pipe Tobacco	430,000
Miscellaneous	46,000
TRANSPORTATION & TRAVEL	**486,000**
Air	302,000
Bus	76,000
Rail	98,000
Miscellaneous	10,000
WATCHES, JEWELRY, CAMERAS	**1,438,000**
Cameras, Accessories, Supplies	133,000
Clocks & Watches	973,000
Jewelry	16,000
Pens & Pencils	314,000
Miscellaneous	2,000
MISCELLANEOUS	**1,114,000**
Trading Stamps	122,000
Miscellaneous Products	382,000
Miscellaneous Stores	610,000
TOTAL	$93,094,000

*Starting with the 1st Quarter 1957—includes frozen foods in appropriate sub-classifications. Supersedes earlier practice of grouping all frozen foods in a separate category.

Parker Bros. Allots $125,000 To Make 'Careers' a Success

Parker Bros. Inc., Salem, Mass., is backing up a new entry in the game market with a $125,000 advertising budget—reportedly the largest single advertising budget for a game in the history of the toy industry. Approximately $108,000 has been set aside for radio-tv.

The game is called "Careers" and sells for $3. According to Parker Bros. President Robert B. M. Barton, " 'Careers' is the biggest thing since we introduced 'Monopoly' in the winter of 1935-36."

Approximately $38,000 was spent to introduce the game last winter in the greater Chicago market—$20,000 in radio, $18,000 in tv. The remaining $70,000 in broadcast allocations will be spent between now and Christmas, according to President Barton and Clifford Parcher, president of Parker's agency, Badger & Browning & Parcher, Boston.

Effective today (Monday) through Dec. 22, Parker Bros. will place $24,000 worth of radio spots and $25,000 worth of tv spots in New York, using stations WNEW, WOR, WABC-AM-TV and WRCA-TV.

New York's share of the campaign will see 165 tv spot announcements and 262 one-minute radio announcements. In Chicago, B&B&P has allocated $6,000 to radio and in Los Angeles, $5,000. In addition, Parker Bros. has ordered 13 participations on NBC Radio and is considering some additional spot activity.

The figures quoted do not account for whatever co-op advertising might be placed jointly by Parker and department stores throughout the country.

"Careers" is geared at both young adults and children, so Parker will make a bid for the early and very late evening audience. Other games in the Parker Bros. portfolio include "Clue," "Sorry," "Rooks," "Wide World" and "Ping Pong." Total 1957 advertising budget for all games came to $300,000.

Book Firm, Slenderizing Salon Set $115,000 Cookbook Budget

Slenderella International and G. P. Putnam's Sons, publisher, jointly have allocated $115,000 to promote a single book—with $95,000 allocated to radio and television. The promotion got underway Oct. 28 in 85 national markets on behalf of the *Slenderella Cookbook*, written by Myra Waldo for Slenderella and published last Friday.

At the present time, Slenderella—through its agency, Management Assoc., Stamford, Conn.—also is using live spots on NBC-TV's *Queen for a Day* on a 56-station lineup. The sum of $50,000 has been set aside for the period Oct. 28-Nov. 22, with the remaining $45,000 going toward Christmas promotion effective Nov. 25. Slenderella is spending $5,000 on print ads while Putnam's is purchasing $15,000 worth of non-broadcast media. The book is part of the slenderizing chain's expanding licensing program [ADVERTISERS & AGENCIES, June 4, 1956].

Florida Citrus Sets $935,200 For Tv in First 1958 Quarter

The heaviest three-month advertising budget in the Florida Citrus Commission's history, $1,659,900, was approved by the Commission Wednesday for the January-March quarter of 1958.

Television gets the biggest share, $935,200, with $333,500 for daily newspapers, $197,700 for magazines and lesser amounts for other media. Benton & Bowles Inc. is the agency.

The tv budget includes expenditures on the *Garry Moore Show*, Dave Garroway's *Today*, the panel show *What's My Line*, and the serial *Edge of Night*.

The overall budget for the 1957-58 season, calling for a total outlay of $4 million,

Transcontinent Television Corporation is proud to announce the acquisition of two major broadcast properties, WGR-TV and WGR Radio in Buffalo, the nation's 14th market.

welcome...

Serving over a million people in the 3 billion dollar Western New York State area, plus a vast Canadian audience, and affiliated with the ABC Television and Radio Networks, these distinguished stations have an outstanding record of service to the community and to the advertiser. Transcontinent, with its policy of service, welcomes these additions to its family.

SYMBOL OF SERVICE

TRANSCONTINENT TELEVISION CORPORATION

WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo
WSVA Radio, WSVA-TV, Harrisonburg
Represented by Peters, Griffin & Woodward

Offices: 70 Niagara St., Buffalo, MOhawk 2300
15 East 47th St., New York, PLaza 1-3030

TA1

includes $2,639,800 for oranges; $1,233,900 for grapefruit, and $126,300 for tangerines. There are campaigns for fresh, canned, frozen and chilled products.

The Citrus Commission, holding its November meeting, was told that the incidence of colds and flu has greatly stimulated sales of processed citrus products. A special flu and cold campaign is a part of the winter advertising program.

North Adv. Names Feldman To Head West Coast Office

Edward H. Feldman, formerly vice president of Desilu Productions, has been appointed to head North Adv. Inc.'s office in Beverly Hills, Calif., it was announced Friday by Don Paul Nathanson, North president. He will be responsible for production of North broadcasting properties originating on the West Coast.

Mr. Feldman was vice president in charge of all commercial business for Desilu, including agency contracts and programming. Previously, he headed Biow Co.'s West Coast tv operations, working on such properties as *I Love Lucy, Racket Squad* and *My Little Margie*. He also produced shows featuring Milton Berle, Eddie Cantor, Garry Moore and Jack Paar and produced and directed *$64,000 Question* and *Take It or Leave It*.

Mr. Feldman succeeds Walter Hiller, who left North to join MCA on the West Coast. Among tv programs originating for North clients in Hollywood are *You Bet Your Life, People Are Funny, House Party* and *Queen for a Day*.

Stisser, McEwen Get Top Posts At Hooper Inc. as Knipe Retires

Appointment of Frank G. Stisser Jr. as president and W. Bruce McEwen as executive vice president of C. E. Hooper Inc.,

STISSER McEWEN KNIPE

New York, is to be announced today (Monday) by retiring President and Board Chairman James L. Knipe. Both are Hooper veterans, Mr. Stisser in radio research and Mr. McEwen in market research.

Mr. Knipe plans to devote full time to his personal business interests and to "an occasional consulting assignment in the field of finance or general economic analysis." He continues as a Hooper stockholder.

Stevens to Zenith Ad Manager

The appointment of Robert M. Stevens, former McCann-Erickson account executive, as advertising manager of Zenith Radio Corp. was announced Friday by Erik Isgrig, Zenith vice president in charge of advertising. Prior to joining M-E in 1955, Mr. Stevens was successively assistant advertising manager, sales manager and finally advertising manager of Servel Inc. over a 10-year period.

BALTIMORE TAX ROW CONTINUES

- **Reduced ad bite doesn't improve plan, mayor told**
- **Pros, cons aired before 6½-hour city council session**

Baltimore Mayor Thomas D'Alesandro's tactical move last Thursday in reducing from 7½% to 4% the gross sales tax planned for local advertising media [LEAD STORY, Nov. 11] has done little to placate opponents of the measure. In the wake of this latest announcement, media spokesmen emphatically pointed out that alteration in the proposed amount of tax does nothing to undo the basic wrongfulness of the "discriminatory" plan.

"A compromise measure does not make it a better tax in any sense," Wilbur VanSant of VanSant & Dugdale, declared late Thursday. Mr. VanSant, who earlier had stated opposition to the proposal before the city council on behalf of advertising agencies, declared that the tax is still a "bad" one and that he "vigorously opposed" its adoption.

Joseph Katz, Joseph Katz Co., Baltimore agency, attacked the move as being "based on what they [the city administration] thought was good politics for their side." The reduction, he said, is "like cutting down on the water in fighting a big fire. If all the tax changes go into effect, then the name of Baltimore should be changed to 'The Deserted Village'—for these are village taxes."

Nevertheless, it appeared last week that the latest move may have succeeded in swaying some members of the city council, which must approve the measure, to the administration's point of view. Prior to the reduction—which cuts the advertising media gross sales tax to 4% but does not effect the companion proposal, a 2% levy on the gross of all advertising media, six of the 21 councilmen had openly expressed opposition to the plan. The latest strategy of Mayor D'Alesandro and his budget and finance committee only served to deepen pessimism among media observers in their efforts to sidetrack the tax.

One thing is sure: the tax, if enacted, will be fought in the courts.

A fever reading on the anti-tax sentiment was offered last Wednesday at the public hearing of the Baltimore City Council when proponents and opponents of the measure had their say. The proponent forces consisted of just three city spokesmen who explained why the City of Baltimore needs an additional $17.5 million in its annual budget and attempted to prove the legality of such a tax.

The opposition numbered more than two-score speakers from agencies, radio-tv, merchant groups, labor unions and citizens groups, the majority of whom were crammed into the last hour of the 6½-hour-long proceeding.

The first three hours of the proceeding were telecast in rotation by WJZ-TV, WMAR-TV and WBAL-TV, Baltimore's three tv stations. When it became apparent the hearings would run well overtime, WMAR-TV and WBAL-TV each added one hour's coverage.

Observers noted that practically all of the administration's arguments were presented within the telecast hours, while much of opposition viewpoint—including statements on behalf of the agencies and the radio-tv industry—was presented after the telecast.

Agencyman Katz was among those who took a dim view of the conduct of the council hearing.

"It wasn't a hearing," he charged, "it was an inquisition. The [budget finance] committee did all the talking. Speakers for the other side were interrupted and insulted. The hearing was loaded. It was a field day for the mayor and his council."

Budget Director Charles A. Benton opened the proceedings by devoting close to an hour to an explanation of reasons for a city budget increase of $17.5 million. Deputy Solicitor Hugo A. Ricciuti next defended the legality of the proposed taxes and accused news media of "deliberately disseminating" false information "to create the impression that the city is blazing a vicious trail" by proposing a tax never imposed elsewhere.

And before the telecast time was up, Aaron Baer, an assistant city solicitor, leveled an attack on what he described as big money interests without regards for "the little man." He declared that opposition to the tax proposals came from such big businesses as the Ford Motor Co. and R. J. Reynolds Tobacco Co. He charged that labor leaders who testified against the tax were "cat's paws" who had been "sold a bad bill of goods."

Judge Joseph Sherbow, appearing on behalf of the Citizens Committee and who also serves as counsel for the *Baltimore News-Post* and its WBAL-AM-TV, opened the opposition testimony by charging that the administration spokesman in the preceding 1½ hours had failed to show why this particular type of taxation was selected.

Judge Sherbow warned that this was a "new, novel, singular proposal that must go before the courts." He said that there are good prospects that the tax eventually will be declared illegal, leaving Baltimore $4.2 million short of its budgetary needs.

Judge Sherbow further testified that Baltimore industries, such as its breweries, would be placed in an unfair competitive position with out-of-town firms that could resort to radio-tv network and national magazine advertising without paying the advertising tax.

Shelton Earp, general manager and part owner of WBMD Baltimore, appearing on behalf of the city's radio and tv interests, said the tax would "discourage advertising which is the very background of production and sales."

In citing the possible harm to Baltimore's general economy, Mr. Earp described the quandary of stations that couldn't afford to absorb the tax, yet couldn't pass it along to the advertisers since the latter just wouldn't assume the extra cost. The tax on gross, he maintained, in some cases represents more

More people listen

WTOP RADIO

to

than any other

radio station in the

Washington, D.C. area*

* **PULSE, October, 1957 • NIELSEN, July, 1957 • VERIFAK, October, 1957**

WTOP RADIO, *Washington's only 50,000 watt station, is an affiliate of the CBS RADIO Network, represented by CBS RADIO Spot Sales and operated by the Washington Post Broadcast Division, Broadcast House, Washington 16, D. C.*

How much **EXTRA MONEY** *will yo*

vil your station earn in the coming year?

HELP YOURSELF TO NEW BUSINESS, NEW REVENUE, WITH RCA THESAURUS LIBRARY COMMERCIAL FEATURES

RCA THESAURUS LIBRARY SERVICE: The all-inclusive recorded library designed to give you a wide variety of sure-fire commercial features for making your station more attractive and effective for advertisers! Here's what you get: **1. SINGING COMMERCIAL JINGLES:** Attention-getting lead-ins for your commercials, assuring sponsors more effective advertising. Over 2,000 of these for more than 70 local sponsor classifications, plus shopping, time, weather, station break and holiday jingles. A bonus for your advertisers. **2. "SALES BOOSTER" CAMPAIGNS:** Series of fascinating recorded teaser features that attract greater sales for your sponsors. Jingle lead-ins capture interest, hold audience through commercial, then "pay-off" for sponsor and station. Now includes five saturation announcements: "Double Talk," "What's the Meaning of This Name," "Sound Advice," "Little Known Facts," and "Impersonations." **3. SHOW THEMES:** To introduce local commercial shows, like disc jockey, news, sports, home and farm, etc. Show Themes give your station a personality. **4. SHOW STOPPERS:** Adds a staff of 60 voices to your station! Library of over 360 recorded comic situations and lead-ins to commercials. Recordings with scripts that work your DJ's right into the act. Completely catalogued for easy daily use. **5. SHOP-AT-THE-STORE-WITH-THE-MIKE-ON-THE-DOOR** Merchandising Service for Sponsors: RCA Thesaurus' famous copyrighted promotion package that regularly brings stations $5,000 to $20,000 extra income annually. Operating manual gives step-by-step guide to greater profits. Test-proven and used by more than 400 stations, 20,000 merchants. Includes jingles, voice tracks by big-name stars, decals with your call letters for stores, and other features. Sells products . . . sells sponsors . . . promotes your call letters. **6. ECHO ATTENTION-GETTERS:** New, clever, uniquely effective device! Words such as "Startling," "Bargains," "Big Sales" . . . heard first in clear, then rapidly repeated on echo. A wonderful audience-alerter to lead into commercials. **7. COMMERCIAL SOUND EFFECTS:** Over 300 special sound effects, to add new impact to commercials. Now available to hypo sales in 35 different sponsor classifications. **8. MONTHLY RELEASES** of new commercial features. PLUS . . . monthly marketing bulletins, catalogues, and brochures to help you sell sponsors.

RCA Thesaurus offers a *complete* service including: The Lawrence Welk Show; Paul Whiteman's "I Remember When"; Over 5000 Musical Selections; Weekly Continuity Service; and Recorded Holiday Programs. Get the whole story of low-cost, profit-making RCA Thesaurus today! Call or write . . .

RCA RECORDED PROGRAM SERVICES

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200;
445 N. Lake Shore Drive, Chicago 11, Ill., WHitehall 4-3693;
134 Peachtree St., N. W., Atlanta 3, Ga., JAckson 4-7703;
7901 Freeway #183, Dallas 35, Texas, FLeetwood 2-3911;
1016 S. Sycamore Ave., Hollywood 38, Calif., OLdfield 4-1660.

than the station's total net profits before tax.

Mr. Earp forecast such a tax would prompt national advertisers to skip local Baltimore advertising and concentrate on network and other media outside the tax.

"This will hurt all stations—especially the large stations, since they depend upon their share of national advertising for a large percentage of their total volume," he said. "This is the simple economy of the proposed tax: local advertisers can't afford to pay it, and national advertisers will skip us."

Advertisers also would be tempted to use nearby Washington radio and television to reach the Baltimore market, he said.

With regard to tv, Mr. Earp conceded that revenues now are at a "satisfactory level," but warned that the future economy of television will change as additional tv facilities are allocated by the FCC.

Mr. Earp said that while some stations might contemplate an expensive move to beyond the city limits, this would not be possible for certain low-powered local outlets who must, under FCC rules, maintain a certain minimum signal over the Baltimore business district. He said that such a move for WBMD would cost at least $150,000.

Mr. VanSant, in his testimony for the advertising agencies and as chairman of the Advertising Committee organized to oppose the tax, said he would not argue on the legality of the proposal but "whether this is a good tax or a bad tax."

He warned that cutting off "outside" money would endanger the city's basic economy and said that 30-40% of Baltimore's advertising money comes from outside the metropolitan area.

Mr. VanSant exhibited part of more than 250 telegrams of protest which he had received from outside the city. He said that one from J. Walter Thompson Co. reported that if the tax went into effect, JWT's Baltimore advertising expenditure "would be materially reduced."

Other opposition to the city's tax proposal came from representatives of labor unions, citizens groups, daily and weekly newspapers, printing establishments, retail merchant groups and local business associations.

Following adjournment of the hearing Wednesday night, Mayor D'Alesandro summoned his budget and finance committee to a Thursday morning conference to explore substitute plans for the 9½% advertising tax proposals. Announcement of the reduction of the 7½% sales tax to 4% and the retention of a 2% levy on gross revenue on all local advertising media came within a few hours.

Two C-P Accounts Leave Brown

After a two-year association, Carl S. Brown Co., New York, and Colgate Palmolive Co., New York, have come to a separation. The advertiser has notified the agency that within 90 days it will appoint another agency to handle both Vel beauty soap and Halo shampoo. Estimated billing for both products is around $2.5 million, about half of Brown's overall billing.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

KEEPS GOING • American Tobacco Co. (Tareyton Filters, N. Y.), through Lawrence C. Gumbinner Adv., N. Y., renewing "some" of its tv markets effective Nov. 18 and Dec. 28.

RADIO NEWS • Warner-Lambert Pharmaceutical Co., N. Y. (Listerine), planning 10-week radio spot announcement schedule, effective Jan. 6, in top 50 markets. Agency: Lambert & Feasley, N. Y.

SKOL • Bowey's Inc. (egg-nog), Chicago, will use two weeks of daily participation on *Panorama Pacific* (Mon.-Fri. 7-9 a.m. PST) on 9-station CTPN hookup, starting Dec. 16. Sorensen Advertising Co., Chicago, is agency.

SPECIAL NEWS • Rexall Drug Co., Los Angeles, will sponsor its second special tv show *Hansel and Gretel* on NBC-TV next spring. No date is set. Show, like firm's first special, *Pinocchio*, will be produced by Talent Assoc. BBDO, N. Y., is agency.

GODFREY FANS • General Electric Co. (Colorama lamps), Schenectady, N. Y., planning to sponsor portion of *Arthur Godfrey* on CBS Radio, effective mid-January. BBDO, N. Y., is agency.

BROKEN RECORD • Record racked up at NBC-TV Nov. 8 in total sales on participation programs with *Tonight* reportedly garnering $3.1 million in single day. Bulk of business came from new buys which started last week by Bufferin (Y&R, N. Y.), Ipana (Y&R) and Webcor (John W. Shaw Adv., Chicago), with extension beginning in January ordered by Polaroid (Doyle Dane Bernbach, N. Y.).

PACIFIC Gas & Electric, San Francisco, described by its agency, BBDO, as America's largest utility, has picked *The Big Story* film series to supplant its *O. Henry Playhouse* in eight California markets. Arranging for the half-hour show are (l to r) Barney McKall, west coast sales manager for Official Films; Robert R. Gros, vice president of Pacific Gas & Electric, and Harry Burton, account group supervisor for BBDO, San Francisco.

BEDDING BUY • The Spring Air Co. (bedding equipment), Chicago, will use broadcast media to promote a contest starting Jan. 3. During the 60-day sales period for the firm's "Modern Model 70," mattress, 33 Spring Air plants around the country will buy radio-tv spot announcements in local areas. In addition, Spring Air will use promotion on CBS' Robert Q. Lewis, Galen Drake and Amos 'n' Andy shows and on MBS' Gabriel Heatter program. Theme of the campaign is "Turn Back the Clock to the Old-Fashioned Price." Agency: Gourfain-Loeff Inc., Chicago.

Toni Shifts Four Products Involving $4-6 Million Outlay

The Toni Div. of Gillette Co. has reassigned among three agencies four products involving billings, present and potential, of $4-6 million, with a substantial amount in broadcast media. The agency changes become effective Jan. 1.

The three-way realignment calls for the transfer of Prom permanent from North Adv. Inc. to Tatham-Laird; Hush deodorant from T-L to North; Bobbi pin curl permanent T-L to Clinton E. Frank, and a new unidentified product from Frank to T-L. Billings of the three identified products combined reportedly exceed $3 million, with both Prom and Bobbi heavily active in broadcast media. Hush has been introduced nationally, but its billings are well under $1 million.

Toni's new product, which Tatham-Laird inherits from Clinton E. Frank, is reported to represent a potential of $3 million in billings, though its outlays at present are about $1 million. Toni places an estimated $9.5 million of its estimated $13 million advertising budget in television, with several network tv and radio properties.

The new Toni agency lineup: Clinton E. Frank—Pamper shampoo, Tame hair rinse, Casual pin curl, Bobbi pin curl permanent and Bright'ning; North Adv. Inc.—Toni, Tip Toni, Tonnette, Silver Curl, Deep Magic, Adorn, Spin curlers, Twirl and Hush; Tatham-Laird—Prom home permanent and end curl Prom, White Rain lotion shampoo, Viv-Soft Touch lipstick and the new product.

Woolworth to Drop CBS 'Hour'

CBS Radio began shopping last week for another advertiser to pick up the Sunday afternoon *Woolworth Hour* package featuring the Percy Faith Orchestra and guest stars. F. W. Woolworth Co. will let its contract expire Dec. 28 despite the sponsor's satisfaction with program results according to its agency, Lynn Baker Inc., New York. The agency explained Woolworth is off on a new promotion "kick" involving newspapers and hence is slicing its radio budget. Just last spring, the sponsor had cited its satisfaction with success of the *Woolworth Hour* [ADVERTISERS & AGENCIES, April 29].

Ayer Timebuyers to Philadelphia

N. W. Ayer & Son, Philadelphia, announced last week that the timebuying division of the agency, now located in New York, will move to Philadelphia headquar-

WPEN
Philadelphia

FIRST* in the
three most recent
Pulse ratings.

MORE local
and more
national
advertisers
than any other
Philadelphia
local station.

EXCLUSIVE
merchandising plans
thru the
Penn Fruit Supermarkets
and the
Sun Ray Drug Stores.

THE ONLY
Philadelphia station
featuring personalities
exclusively
24 hours a day

*March-April
May-June
& July-August '57

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Special Holiday Rates

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00

EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 **$7.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

2 **$13.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

3 **$19.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

4 **$25.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

ADVERTISERS & AGENCIES CONTINUED

ters, effective the beginning of 1958 [CLOSED CIRCUIT, Nov. 11]. The timebuying staff will be integrated within the general media department under the supervision of Leslie D. Farnath, vice president in charge of media.

Sego Establishes Adv. Inc.

Frank J. Sego, for six years head of the radio-tv department of Parker & Assoc., Birmingham, Ala., has established an advertising and public relations firm in that city under the name, Advertising Inc. Shirley E. Barnett, formerly of Frank Taylor Adv., Birmingham, is secretary and media director of Advertising Inc. Accounts include Busch Jewelry Co. (30 stores between Texas and Georgia), Boma Distributing Co., Alabama distributor for Motorola radio and tv; Dale's Restaurants in Alabama and Georgia, Dixie Drive-It-Yourself System and Alabama Independent Automobile Dealers Assn.

MR. SEGO

A&A SHORTS

Carrol Adv. Inc., San Antonio, Tex., announces opening of branch office at 3901 Mt. Vernon St., Houston.

Burke Dowling Adams, N. Y., has joined Advertising Research Foundation.

Guild, Bascom & Bonfigli Inc. has opened office at 603 Stewart St., Seattle, Wash.

AGENCY APPOINTMENTS

Manufacturers National Bank appoints W. B. Doner & Co. to handle consumer advertising for its 34 Detroit area branches.

Good Humor Co. of California and its associated company, Curries Ice Cream & Candy Stores, L. A., appoints Cole Fischer Rogow Inc., Beverly Hills.

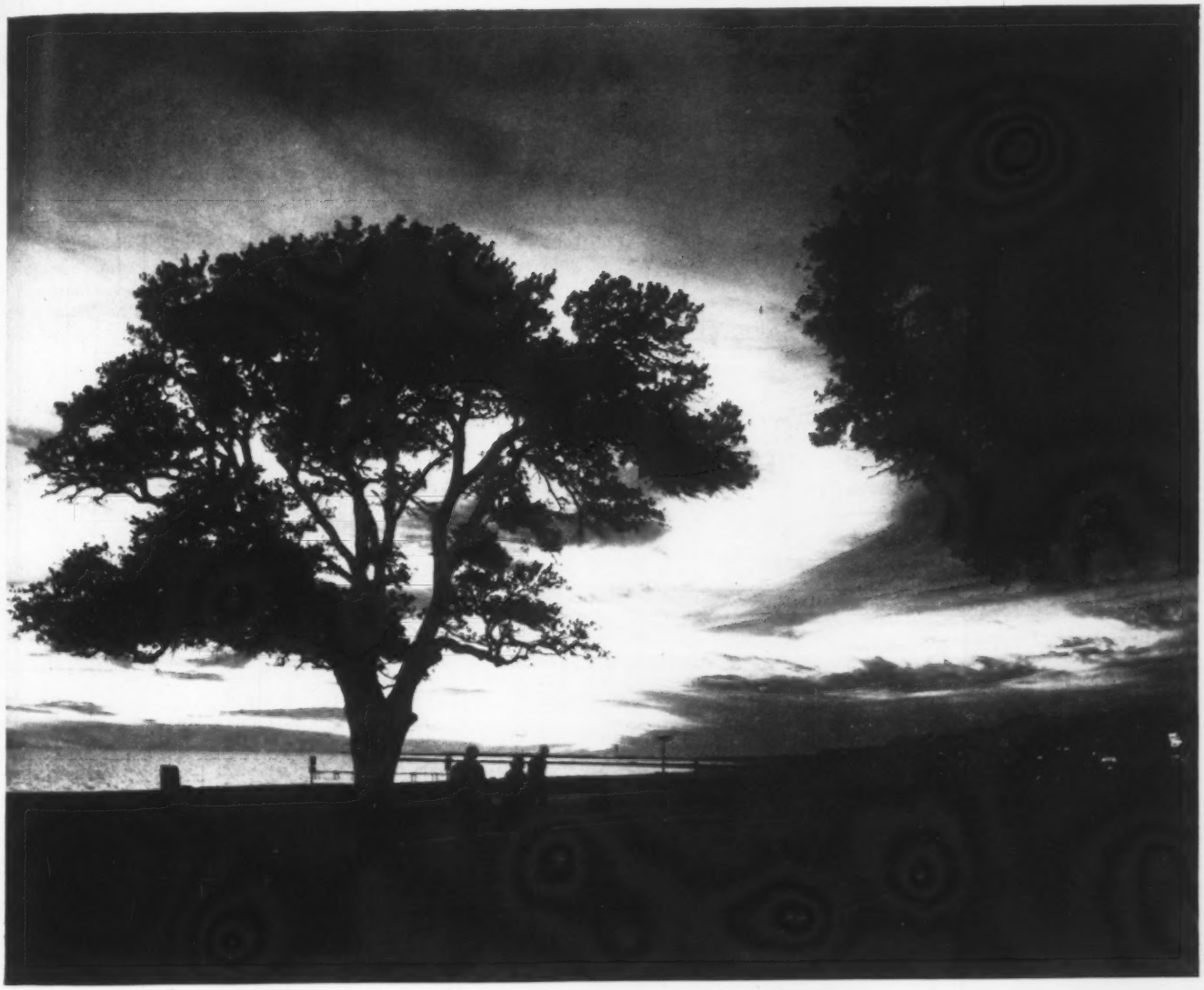
Tastee-Freez Corp. of America (ice cream store chain), Chicago, appoints Rutledge & Lilienfeld, same city.

Glo-Rnz Inc. (Instant Color Puff hair coloring), Dayton, Ohio, appoints H. W. Kastor & Sons Adv. Co., Chicago.

Hat Corp. of America, N. Y., appoints Grey Adv., N. Y., to handle its Knox hat division in addition to Dobbs brand already being serviced.

Maryland Pacific Co. (Party Pak ice cream cones and Mother Goose drinking straws) names Jimmy Fritz & Assoc., L. A., to handle advertising, merchandising and sales promotion for western division.

Welsh's Baking Co., Reno, Nev., names Ross Jurney & Assoc., Salt Lake City, Utah.



At the end of the day...more profits

When your programming is built around AP news

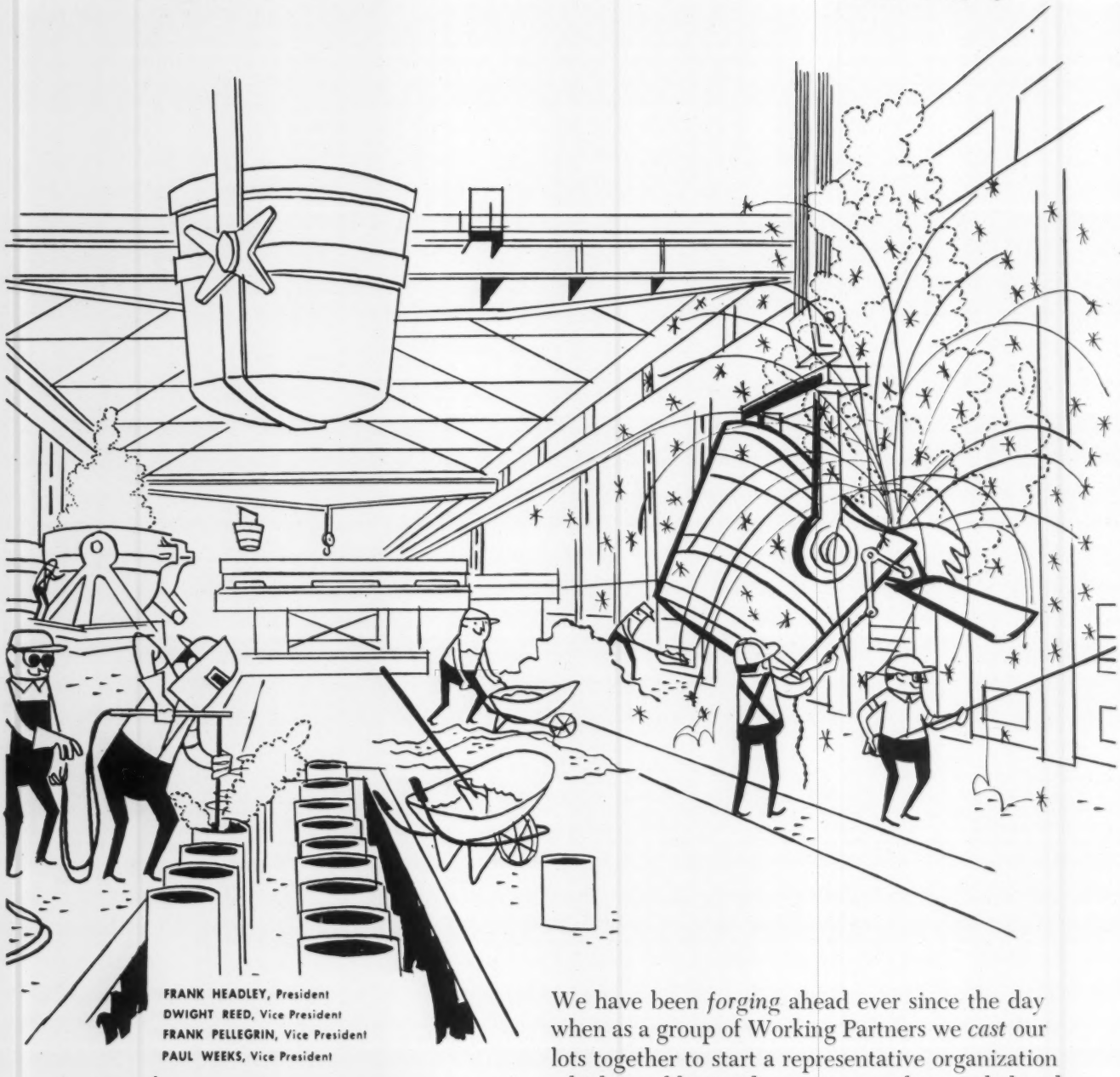
News is prime listening material every hour of the day. AP news helps you make the most of that fact... its authoritative, complete coverage of regional, national and world-wide events keeps your audience listening and your sponsors satisfied. AP brings your station the Added Prestige that means Added Profits at the end of each day.

AP

THE ASSOCIATED PRESS

50 Rockefeller Plaza
New York 20, N. Y.

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION
TELEVISION INC.
REPRESENTATIVES, INC.

We have been *forging* ahead ever since the day when as a group of Working Partners we *cast* our lots together to start a representative organization which would provide a mature, sales minded and distinctively personalized service to radio and television stations and buyers of time. In offering our services then, we promised as Working Partners, that we would "always send a man to do a man's job!" We are still working partners! That promise is still being kept today!

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

416 Rio Grande Bldg.
Dallas, Texas
RIverside 2-5148

1065 Penobscot Bldg.
Detroit 26, Michigan
WOodward 1-4148

101 Marietta Street
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

529 Pan American Bank Bldg.
Miami, Florida
FRanklin 3-7753

NTA TO BUY CONTROL OF AAP CORP.

- **Purchase price for stock estimated at $7.5 million**
- **Involved is big library of features, shorts, 'Popeye'**

National Telefilm Assoc., New York, last week accelerated its already-rapid expansion program with an announcement that the company has contracted to acquire "more than 50%" of the stock outstanding in Associated Artists Productions Corp., New York, a leading tv film distributor, and that NTA plans to purchase the balance of AAP stock. The purchase price for the stock was not specified but is estimated at $7.5 million.

When this transaction is concluded, NTA will obtain the majority interest in a company that owns the Warner Bros. library of more than 800 feature films plus 1,500 short subjects, and also owns the popular "Popeye" cartoons. This thrust by NTA is the latest in a series of movements in the past 18 months that has solidified the company's position as a dominant distributor of feature films in the industry and has transformed NTA into a multifaceted operation covering network activity (NTA Film Network), station management (purchases of KMGM-TV Minneapolis, WAAT-AM-FM and WATV [TV] Newark, all subject to FCC approval), theatrical film distribution (NTA Pictures Inc.) and co-production with Desilu and 20th Century-Fox Corp.

A joint announcement last week from Ely A. Landau and Oliver A. Unger, board chairman and president, respectively, stated the conditions of its contract with the AAP sellers as follows: for each 100 shares of Associated Artists, NTA will pay $437.50 in cash, $440 in 7%, seven-year subordinated sinking debentures and 10 shares of NTA common stock. According to NTA, 1,639,000 shares of AAP common stock are outstanding. Based on last week's average quotations of stock for both companies on the American Stock Exchange, the total purchase price approaches $7.5 million.

The shares of Associated Artists are to be acquired by NTA from a group of stockholders represented by Louis Chesler and Maxwell Goldhar, chairman of the board and executive vice president, respectively, of AAP, according to the statement, which added: "A substantially similar offer to purchase the balance of the outstanding shares is expected to be extended to all Associated Artists stockholders after the initial acquisition has been completed and various required formalities concluded."

NTA reported there are about one million shares of NTA common stock now outstanding. In addition, NTA has outstanding $4.9 million of 6% subordinated sinking fund notes.

Mr. Landau organized National Telefilm Assoc. in the spring of 1953 and the following year he was joined by Mr. Unger and Harold Goldman, now executive vice president of the company. The organization's initial prominence came shortly thereafter when Mr. Unger persuaded such outstanding independent producers as David O. Selznick, the J. Arthur Rank Organization and Alexander Korda Productions to release some of their films to tv through NTA. In 1956, the company's upward spiral was speeded when NTA entered into an agreement with 20th Century-Fox Corp., requiring NTA to pay Fox $30 million for about 450 feature films, deliverable over a five-year period. As part of the transaction, Fox acquired 50% of the NTA Film Network. The film network began operations in the fall of 1956 but has not yet achieved the ambitious blueprint it set for itself. It programs 1½ hours of feature films weekly under the name of *Premiere Performance* and also is presenting four Shirley Temple features this fall and winter under the title, *Holiday Specials*. NTA executives insist, however, they will expand the programming by next spring and attempt some live telecasting of sports and special events.

The NTA already has bought KMGM-TV Minneapolis and WAAT-AM-FM and WATV (TV) Newark, the sales awaiting FCC approval. The company has gone on record as intending to purchase the full complement of radio and tv stations allowed by the Commission.

NTA's gross sales for the fiscal year ended last July (still unreleased) are expected to reach about $17 million as compared with about $2 million in the year ended July 1955, according to Mr. Unger.

NTA officials declined to reveal last week the source of financing for this latest venture, except to say it comes "from internal and external sources."

It is reported that internal friction within Associated Artists weighed heavily in the decision of the majority stockholders to sell their stock interests. The company bought the Warner library in March 1956 for about $21 million and later that year bought the "Popeye" cartoons from Paramount Pictures for about $2.5 million.

What's Behind AAP's Sale? Policy Split Hinted

There was no evidence last week to indicate Associated Artists Productions Corp. had other than a bright financial future when National Telefilm Assoc. stepped into the picture as a proposed buyer of 50% of AAP and eventually the whole company.

Why, then, AAP's apparent decision to sell? AAP's board of directors was closeted Thursday in a day-long meeting, but this much was indicated: AAP had been torn recently by two factions. One, as represented by Board Chairman Louis Chesler and director Maxwell Goldhar, looked forward to continuing profit-taking, while the other, as represented by President Eliot Hyman, purportedly sought a slow corporate build-up.

Failure to reconcile these stockholder and operational groups may have led to the decision to sell.

AAP Corp., which operates AAP Inc., Associated Artists Enterprises (merchandising) and Dominant Pictures Corp. as wholly-owned subsidiaries, has been in business since July 1956.

In its first annual report last summer [FILM, July 1], AAP Corp. had reported negotiation of sales contracts totaling a little more than $31.6 million for its first seven months of activity. From this, AAP realized a net profit after taxes of $963,524. For the first quarter of 1957, AAP showed sales contracts at the $8.1 million level. The company had expected it would have more than $3.5 million in net profit this year (1957).

AAP had been projecting its thinking into terms of eventual tv commercial production for national and regional advertisers and their agencies.

The corporation acquired its assets in July 1956 when it purchased the Warner Bros. library for $21 million, financed by $7 million on hand, a loan of $9 million from the Manufacturers Trust Co and a $5 million deferred payment to Warner Bros. The bank last April assumed the Warners' obligation and consolidated the $14 million debt into one loan that by last summer AAP already had reduced to a little more than $11 million. Also in April, the AAP directors approved a four-for-one capital stock split. AAP has kept 35-37.5% of "collections" (income), paying the balance to the bank to retire its debt.

It is believed AAP had set the end of next year as the time it would have the whole outstanding debt retired. Also acquired in July 1956 were tv rights to "Popeye" cartoons from Paramount Pictures Corp. and King Features for $2,225,000, a deal financed by the sale of $3,945,000 of 6% convertible sinking fund debentures to provide the working capital. Most of the principal amount of the debentures was outstanding as of the first annual report.

Among properties owned and distributed: more than 800 Warner Bros. features, an additional feature library produced by various U. S. and British companies, 337 "Looney Tunes" cartoons from Warner, 234 Popeyes and approximately 1,400 Warner Bros. short subjects and documentaries being held back from tv. (At one time, Hal Roach Jr. of Hal Roach Studios, Culver City, Calif., had been negotiating with AAP for rights to these films.)

In addition, AAP Corp.'s operations include theatrical reissues, cartoon reissues, rental of films to non-theatrical and non-tv sources, motion picture remake rights, stock footage library, radio adaptation rights, live tv rights, distribution of kinescopes overseas, acquisition of new products, conversion of literary properties to legitimate or theatrical production, adaptation of silent features, merchandising rights and industrial films.

Formation of the merchandising subsidiary (AAE) was made known earlier this

DOMINANT

COST . . .

LOWEST COST PER THOUSAND!

COVERAGE . . .

NO. 1 Ratings in N S I Area

(June, 1957)

K-NUZ	114
Net. Sta. "A"	32
Net. Sta. "B"	37
Net. Sta. "C"	58
Net. Sta. "D"	44
Ind. Sta. "A"	19
Ind. Sta. "B"	30
Ind. Sta. "C"	15

AIMS — Association of Independent Metropolitan Stations

No. 1 Buy in HOUSTON

for *your* product!

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.— New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.— Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

month [FILM, Nov. 11], and along with substantial merchandising success, this AAP unit has been mulling a revival of Popeye production. Another recent AAP action was the withdrawal of some of its Warner features and cartoons from about 30 major markets. The distributor said its decision to shelve the unsold pictures was based on hopes their value would increase in the future, perhaps with the advent of such developments as pay tv which would require additional film products [CLOSED CIRCUIT, Nov. 4].

AAP claims the Warner Bros. features have been sold in more than 100 U. S. markets since they were first offered to tv.

AAP Inc. was acquired originally through an exchange of stock in March 1956 by PRM Inc. with the corporate name then changed to Associated Artists Productions Corp. Mr. Chesler is a wealthy Canadian industrialist and has extensive mining and real estate interests. Mr. Hyman has diverse interests including automotive and real estate and is connected with Moulin Productions which was associated with the motion picture production of such features as "Moulin Rouge," "Moby Dick" and "African Queen," among others. He reportedly also has been associated with Ray Stark (in charge of west coast operations for AAP Inc. and member of AAP Corp. board) in production tie-ins with Warner Bros.

Florsheim Heads General Sales Of NTA's Famous Films Unit

Appointment of Stanley C. Florsheim to the newly-created post of general sales manager of NTA's Famous Films—Programs for Television was announced last week by Harold Goldman, executive vice president. The NTA division sells re-run feature films and serial products.

MR. FLORSHEIM

Mr. Florsheim served most recently as general sales manager of Economee Tv, a unit of Ziv Television Programs, which also is responsible for the sale of re-run products. He was associated with the Frederic W. Ziv Co. for eight years in various executive sales capacities. Earlier, Mr. Florsheim had been with the Adams Hat Co. as director of advertising and sales promotion and with ABC in the network co-op program sales department.

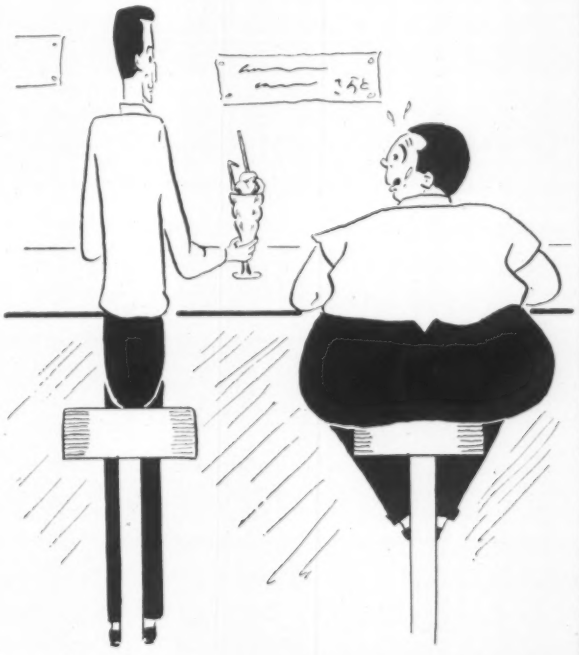
Disney on N. Y. Stock Exchange

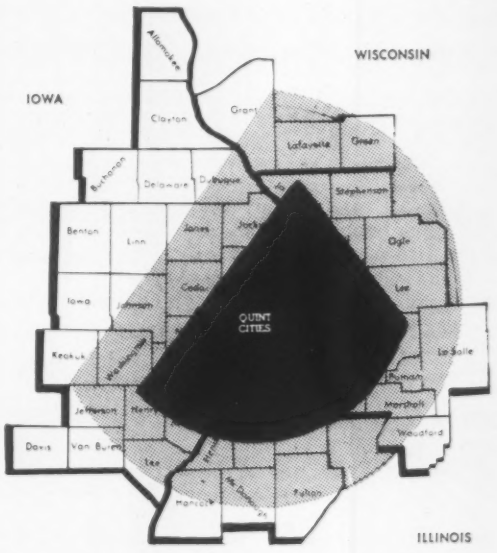
Walt Disney Productions, Burbank, Calif., was listed last Tuesday on the New York Stock Exchange, with 2,700 shares traded the first day. The stock opened at 14⅞, its high, and closed at 13⅞, its low. There are 1,729,093 common shares of $2.50 par value.

"Our new tower is . . ." "1400 ft. elevation . . ." "1000 ft. above average . . ."

"Tallest tower in the . . ." ". . . over average terrain"

HEIGHT ABOVE AVERAGE TERRAIN DOES NOT ALWAYS MEAN MORE COVERAGE!





51% MORE UNDUPLICATED COVERAGE WITH WOC-TV (NBC)

WOC-TV'S 48 COUNTY MARKET — Population*..... 1,686,000

Homes*	519,100	TV Farm Homes**	54,912
TV Homes*	422,800	Effective Buying Income*	$2,757,557,000
Farm Homes**	97,101	Retail Sales*	$2,007,749,000

*Sales Management "Survey of Buying Power — 1957"
**U. S. Census of Agriculture — 1954

The Quint-Cities Station —Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

FILM CLIPS

RANDOM SHOTS

Association Films Inc., N. Y., is offering half-hour "Space and Time" package for free public service programming, consisting of two films concerned with rockets, space travel and future. Films, which may be run separately or "back-to-back," are "The Corporal Story," concerning the principles, potential and test-firing of Army rocket-powered missile, and "Your Safety First," animated cartoon conception of travel in year 2000.

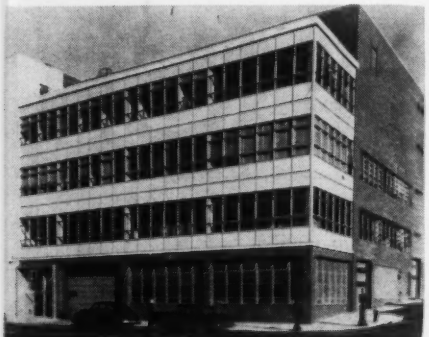
Ziv Television Programs, N. Y., reports study made by company in 30 key markets indicates that potential source of new syndication sponsors is tv spot advertiser. Company said that in two years, 27% of its current program sponsors had "traded up" from ranks of spot tv advertisers.

FILM DISTRIBUTION

AAP announces four motion pictures for Christmas-season viewing are being offered to tv stations and advertisers. They are "Star in the Night," Warner Bros.' featurette and Academy Award winner; "Silent Night" (available to one station per market during holiday season, except in 22 markets in which movie is being sponsored by Rheingold beer); "A Christmas Carol" (stars Alistair Sim as Scrooge) and "The Emperor's Nightingale." Bob Rich, AAP's general sales manager, noted that requests should be made early to assure availability of prints.

National Telefilm Assoc., N. Y., has announced availability of three programs designed for showing during Christmas season. They are *Christmas Carol,* narrated by Vincent Price and featuring Taylor Holmes as Scrooge; *Man's Heritage,* telling story of Bible and presenting Raymond Massey as host, and *The Lamb in the Manger,* recounting story of birth of Christ Child, with Maureen O'Sullivan as story-teller. Company also announces that it is releasing to tv stations new package of 75 feature films, produced by 20th Century-Fox Film Corp., Stanley Kramer and several independent producers. Package includes such films as "The Bells of St. Mary," "High Noon," "Claudia and David," "My Friend Flicka," "Uncle Harry" and "To the Shores of Tripoli."

LIBRARIAN of Congress L. Quincy Mumford and Charles R. Sligh Jr., executive vice president of the National Assn. of Manufacturers, look over one of the NAM *Industry on Parade* series of films before they are catalogued at the library. The NAM gift consists of more than 350 prints widely used on tv since 1950 to tell the story of some 1,500 U. S. companies. During its run on television the series was given a total of 14 national awards.



CARAVEL FILMS, New York, held opening day ceremonies last month for its film production center (above). More than 1,000 agency and advertiser executives and other guests were invited to ceremonies at the studio, which covers four stories and was built at a cost of about $1 million. Tv film commercials and industrial and documentary films will be produced there.

FILM PRODUCTION

Screen Gems Inc., N. Y., announces new half-hour comedy tv film series based on exploits of Howe and Hummel, famous New York criminal attorneys in 18th century. Series, to be produced in association with Diana Green, Monty Shaff and Eddie Joy, will go into production at SG's studios on West Coast in February for showing to prospective sponsors in the spring.

FILM SALES

Ziv Television Programs, N. Y., reports sale of new half-hour tv film series *Sea Hunt* in 100 markets, with sales in eight markets last week: New York, Birmingham, Rochester, Syracuse, Charlotte, Tampa, Duluth and Greenville, N. C.

Screen Gems Inc., N. Y., reports sale of its half-hour package of cartoon programs to NBC-TV, including new "Ruff and Reddy" serial that deals with cat and dog space travelers. Also announced is "Shock!" package of horror feature films sold in 15 additional markets, raising total markets on series to 65. Latest stations to sign: WBAL-TV Baltimore, WTOP-TV Washington, WROC-TV Rochester, WISH-TV Indianapolis, KGUL-TV Galveston, KOTV (TV) Tulsa, WMCT-TV Memphis, WBRZ (TV) Baton Rouge, WTBS-TV Shreveport, La., WGAN-TV Portland, Me.; WBKB (TV) Chicago; KPTV (TV) Portland, Ore.; WSIX-TV Nashville; WSJV (TV) Elkhart Ind., and KELP-TV El Paso, Tex. Company also reports its sale of *Casey Jones* to Associated Television Ltd. for telecasting in United Kingdom and reports renewal pacts with Granada Tv Network in Britain for *The Adventures of Rin Tin Tin* and with BBC for *Circus Boy*. Company also reports sale of its half-hour tv film series, *Circus Boy,* to Anderson, Clayton & Co. (tv subsidiary of Columbia Pictures). Also announced is sale of *Jungle Jim* and *Circus Boy* to Cuban stations, CMBF-TV and CMQ-TV, both Havana.

Guild Films, N. Y., announces sale of its *Kingdom of the Sea* in four markets: WHDH-TV Boston; WLW (TV) Cincinnati, WFGA-TV Jacksonville, and WCKT (TV) Miami.

Official Films reports sale of its weekly half-hour film series *Big Story* to Pacific Gas & Electric Co., S. F., for use in eight northern and middle California markets during 1958. PG&E sponsors Gross-Krasne's *O. Henry Playhouse* in same markets: San Francisco, Eureka, Chico, Sacramento, Salinas, San Luis Obispo, Fresno and Bakersfield.

Victor & Richards, N. Y., reports sale of its hour-long audience participation program, *Top Ten Dance Party,* to WFIE-TV Evansville, Ind.

Ziv Television Programs, N. Y., issues report that international sales of company over past two months were "highest in history," involving 13 program series sold in United Kingdom, Australia, the Philippines, Japan, San Salvador, Cuba, Germany and Spain. Series included in sales were *Highway Patrol, Harbor Command, Sea Hunt, Tombstone Territory, Harbourmaster, Cisco Kid, Mr. District Attorney, Science Fiction Theatre, The New Adventures of Martin Kane, Dr. Christian, Favorite Story* and *A Man Called X.*

FILM SHORTS

Gross-Krasne Inc., producer-syndicator of tv films has moved to 5420 Melrose Ave., Hollywood 38, Calif. Telephone: Hollywood 7-5151.

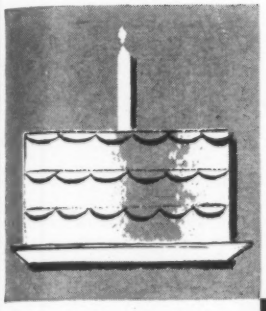
Walt Disney Productions, Burbank, Calif., announces regular quarterly cash dividend of 10 cents per share, payable Jan. 1, 1958, to stockholders of record Dec. 13, 1957.

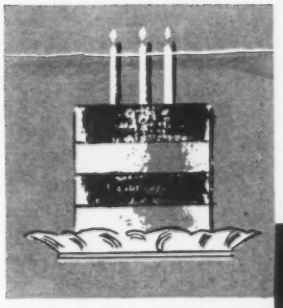
Fred A. Niles Productions Inc., Chicago, plans to launch half-hour tv film series in January via its Cross Country Network. Aimed at 30 million rural viewers in key farm markets, series will contain four spot availabilities with national clients being able to take minimum of one.

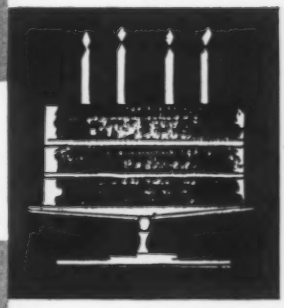
He has the highest ¼ hour average in Omaha's radio day:*
**47.8%*

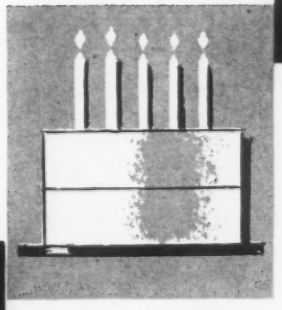
HE'S FRIENDLY FRANK ALLEN.

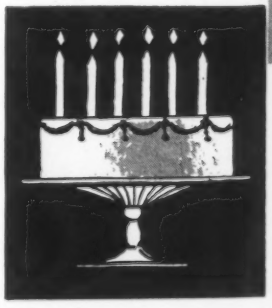
He's helping KOWH celebrate it's 70th month as a dominant factor in Omaha radio











He can help you. So can
General Manager Virgil Sharpe.
So can the Young man.

Broad coverage, too, on 660 kc.

** Hooper, June-September, 1957.*

KOWH OMAHA

Represented by Adam Young Inc.

Setting the pace

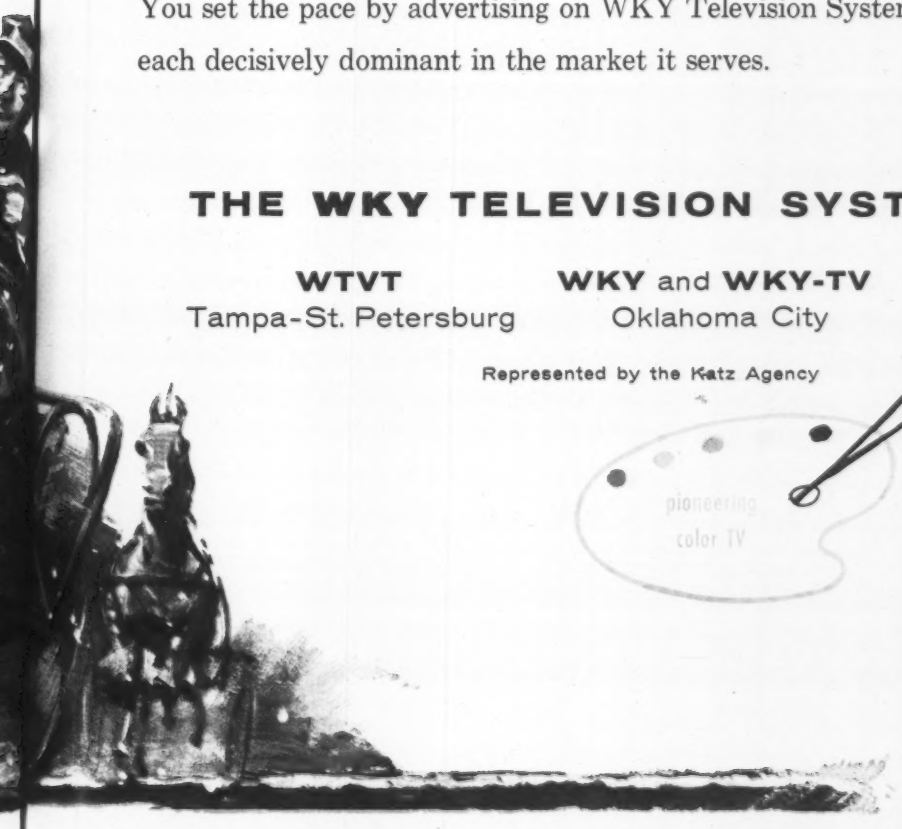
Champion Standard Bred pacers inherit characteristics that make them winners, and so do the stations of the WKY Television System. The same leadership that made great stations in Oklahoma City has now created equally outstanding stations in Montgomery and Tampa-St. Petersburg.

You set the pace by advertising on WKY Television System stations—each decisively dominant in the market it serves.

THE WKY TELEVISION SYSTEM, INC.

WTVT	**WKY** and **WKY-TV**	**WSFA-TV**
Tampa-St. Petersburg	Oklahoma City	Montgomery

Represented by the Katz Agency



THREE'S A CROWD

You bet three's a crowd when your radio spot is jammed in with two other spots back to back. Your spot loses its impact. . . You just can't tell your story impressively. DEMAND GUARANTEED SEPARATION—**Stamp out multiple-spotting.**

OUR PLEDGE TO YOU

GUARANTEED SEPARATION

All Announcements Will Be Separated From . . .

1. **All other commercial announcements by time for one *complete* musical selection.***
2. **All competitive announcements by at least 15 minutes.**

*Except 10 second, quarter-hourly time signals.

This is not a new policy with WOLF. It is the proven sales formula that has brought in consistent renewals through the years from pleased clients representing top national advertisers.

We never had it so good—why spoil it.

RATING for RATING . . .
RATE for RATE
in CENTRAL NEW YORK it's—WOLF

National Sales Representatives
THE WALKER COMPANY

SYRACUSE, N.Y.

WCUE Settles Suit by UP, Will Resume Use of Service

WCUE Akron, Ohio, last week announced settlement of a suit brought by United Press which had claimed the station owed $627.40 for services.

WCUE has agreed to pay $313.70, according to Tim Elliot, president, and will resume use of UP service. The latter action negates a second portion of UP's suit (for $7,481.62). UP had claimed this would have been its profit on the WCUE contract during the remaining 2½ years of the agreement.

The dispute, according to Mr. Elliot, originally stemmed from increases in the weekly UP charges which he said were contrary to a 1953 verbal agreement with UP to the effect that no increases would be made during WCUE's current six-year contract with the news service.

TNT Tele-Sessions Announces Four Executive Appointments

Four executive appointments and offices have been announced by TNT TeleSessions Inc., New York, closed-circuit service firm.

John B. O'Connor, national sales representative for TNT for the past year, has been promoted to eastern division manager, and will headquarter at 575 Madison Ave., New York.

Gordon N. Morford, formerly western advertising manager, Street & Smith Publications, has been named western division manager with offices at 612 N. Michigan Ave., Chicago. Fred V. Davis, head of TNT's Detroit office for the past year, will be located in the Fisher Building, Detroit, as central division manager. Douglas George, head of TNT operations on the Pacific Coast for two years, is now Pacific Coast division manager, with headquarters at 5859 Melrose Ave., Los Angeles.

RCA Thesaurus Sales Up 350%

A 350% increase in sales for the combined months of August, September and October 1957 compared to the same period a year ago was claimed last week by RCA Thesaurus for its radio transcription library. A. B. Sambrook, manager of the library, attributed the sales rise to the success of sales booster campaigns, among them "Double Talk" featuring Al Kelly, "Sound Advice," "Little Known Facts" and "What's the Meaning of This Name?"

Andrews Sets Up Record Firm

Vincent S. Andrews, business manager for broadcast and theatre personalities, has announced formation of Candle Records Inc., New York, to produce religious and educational records. Mr. Andrews has named Louis Livingston, president of World-Wide Promotions Inc., New York, to be executive vice president of the new firm. Plans for the first Candle albums, to be composed of religious records, will be announced shortly, according to the president, who continues his business representation activities. Candle is located at 501 Madison Ave., New York 22; telephone Plaza 3-9110.

CBS-TV

Jimmy Dean Show
Armstrong Cork

Captain Kangaroo
Gerber Foods
Luden's
Viewmaster

Garry Moore Show
Gerber Foods
Vick Chemical Co.
Florida Citrus
Nestle Co.
Sunshine Biscuit
Johnson & Johnson

Arthur Godfrey Time
Standard Brands
Armour & Co.
Pharmacraft

Strike it Rich
Colgate-Palmolive

CBS Morning News
Oldsmobile
United Motors

Love of Life
Amer. Home Products
Procter & Gamble

Search For Tomorrow
Procter & Gamble

As The World Turns
Procter & Gamble
Vick Chemical Co.
Pillsbury Mills

Beat the Clock
Gerber Foods
Mogen David Wine
Nestle Co.
Sunshine Biscuit
General Mills
Johnson & Johnson
Eastman Kodak
Purex

House Party
Standard Brands
Toni Co.

The Big Payoff
Colgate-Palmolive

A Brighter Day
Procter & Gamble

The Secret Storm
Amer. Home Products

Edge of Night
Procter & Gamble
Standard Brands
Vick Chemical Co.
Florida Citrus
Pet Milk
Pillsbury Mills

The Verdict is Yours
Toni Co.
General Mills

Pro Football
American Petrofina
Falstaff Beer
Marlboro

Football Preview
Carter Products
Amer. Home Products

Conquest
Monsanto Chemical

Douglas Edwards
Amer. Home Products
Brown & Williamson
Hazel Bishop
American Can Co.

Robin Hood
Wildroot Co.
Johnson & Johnson

Name That Tune
Kellogg Co.
Whitehall Pharmacal

Phil Silvers Show
R. J. Reynolds
Procter & Gamble

Burns & Allen
Carnation Co.
General Mills

The Big Record
Oldsmobile
Kellogg Co.
Pillsbury Mills

Talent Scouts
Lipton Tea
Toni Co.

Climax!
Chrysler Corp.

Bachelor Father
American Tobacco

Jack Benny Show
American Tobacco

ADVERTISERS CONFIRM WHAT THE AUDIENCE KNOWS:

161 Network Orders

pack the KCMC-TV fall schedule with

PROGRAM POWER!

Network Shows Totaling

365 HOURS PER MONTH!

Call Venard for Choice Spot Availabilities—Announcement or Program—In this Distinguished Line-up.

KCMC-TV

Channel 6

TEXARKANA, TEXAS-ARKANSAS

the FOUR STATES area

Maximum Power
100,000 Watts

WALTER M. WINDSOR
General Manager

RICHARD M. PETERS
Commercial Manager

Represented By
Venard, Rintoul & McConnell, Inc.

Ed Sullivan Show
Mercury
Eastman Kodak

Trackdown
American Tobacco
Mobil Oil Co.

Zane Grey Theatre
Ford Motor Co.
General Foods

Dick & The Duchess
Mogen David Wine
Helene Curtis

Danny Thomas Show
General Foods

December Bride
General Foods

To Tell The Truth
Pharmaceuticals, Inc.

Red Skelton Show
Pet Milk
Johnson's Wax
$64,000 Question
Revlon Co.
Norelco
The Millionaire
Colgate-Palmolive
I've Got a Secret
R. J. Reynolds
U. S. Steel Hour
U. S. Steel

Playhouse 90
American Gas Assn.
Bristol Myers
Marlboro
All State Insurance
Kimberly-Clark

Schlitz Playhouse
Schlitz Beer

The Lineup
Procter & Gamble
Brown & Williamson

Lucy & Desi Shows
Ford Motor Co.

High Adventure
General Motors

Show of the Month
Du Pont

Person to Person
American Oil Co.
Life Magazine

Gale Storm Show
Nestle Co.
Helene Curtis

Have Gun—Will Travel
Lever Bros.
Whitehall Pharmacal

Gunsmoke
Remington Rand
Liggett & Myers

G. E. Theatre
General Electric

Alfred Hitchcock Presents
Bristol Myers

$64,000 Challenge
P. Lorillard
Revlon Co.

What's My Line?
Remington Rand
Helene Curtis

ABC-TV

Superman
Kellogg Co.
Sweets Co.

Sir Lancelot
Kellogg Co.
Wander Co.

Wild Bill Hickok
Kellogg Co.
Sweets Co.

Woody Woodpecker
Kellogg

The Buccaneers
Kellogg Co.
Sweets Co.

Mickey Mouse Club
Kool-Aid, Kool Shake
Ampar Records
Mattel Toys
Gold Seal Co.
Peters Shoe Co.
B. F. Goodrich
Mars Candy Co.
Armour & Co.
Miles Laboratories
General Mills
General Foods
Bristol Myers
Pillsbury Mills

Voice of Firestone
Firestone

Adventure of Jim Bowie
American Chicle Co.

All Star Golf
Wildroot Co.
Miller Brewing Co.

Disneyland
General Foods
General Mills
Derby Foods
Reynolds Metals

Tombstone Territory
Bristol Myers

Lawrence Welk's Top Tunes and New Talent
Dodge

Walter Winchell File
Revlon Co.
Norelco

Patrice Munsel Show
Buick
Frigidaire

Pat Boone Show
Chevrolet

Broken Arrow
Miles Laboratories
Ralston Purina

Lawrence Welk Show
Dodge

Date with the Angels
Plymouth

NBC-TV

Fury
Borden Co.
General Foods

You Bet Your Life
DeSoto
Toni Co.

People's Choice
Borden Co.
Amer. Home Products

Your Hit Parade
American Tobacco
Toni Co.

NARTB WARNS ON SP, 'HORROR'

- **Tv group blinks red light on subliminal perception**
- **ATFP, other tv code subscribers to get NARTB seal**

Warnings against the use of subliminal perception on tv and the scheduling of horror programs were issued by the NARTB Code Review Board Wednesday at the conclusion of a three-day meeting at the Beverly Hills Hotel, Beverly Hills, Calif.

The board, in a resolution, recommended to code subscribers that any proposals to use "subliminal perception" on tv "be referred to the board immediately for review and consideration, and that experimentation or use of the process should not be permitted on the television broadcasting medium pending such review and consideration."

The board, acting in regard to the "horror and shock" film packages which have been marketed for tv use this fall, reminded code subscribers that the code calls for the elimination of "the use of horror for its own sake" in tv programming.

CBS was commended for its action to eliminate visual free credits involved in program "trade outs." The move, previously recommended by the code board, is designed to ban extended visual product or service promotion to all except those paying for network time.

The board decided to extend to producers of tv films who have become affiliate subscribers of the tv code the privilege of using a code seal on their films. This followed several sessions with the Alliance of Television Film Producers, whose members became the first code affiliate subscribers earlier this year. Some 20 film companies are now affiliate subscribers, including CBS Television Film Sales and NBC Television Films, William B. Quarton, general manager of WMT-TV Cedar Rapids, Iowa, chairman of the code board, reported.

The new code seal for film companies will be introduced with an educational campaign conducted by the public relations service of NARTB, coordinated with the public relations activities of the tv film producers. NARTB President Harold Fellows welcomed the film makers into closer association with the tv broadcasters in the area of code activity at a Tuesday evening session attended by many tv film producers.

Hal Roach Jr., president of Hal Roach Studios, commented that the tv broadcasters and tv film producers seemed to be always in a negative position, defending themselves against charges made by pressure groups to the FCC and Congress. He proposed that the broadcasters and film producers engage in a joint campaign to see that the commendations of individuals and organizations for tv programs be brought to the attention of government officials as well as the criticisms.

Edward H. Bronson, director of tv code affairs, replied that NARTB already is circulating such material to government officials and agencies and other interested organizations, but that cooperation of film producers in this work would be welcome.

Rudy Abel, producer of the *Lassie* tv series, asked if use of the code seal might help get better acceptance for American tv films abroad.

Mr. Fellows replied that the U. S. system of broadcasting, one of the few in the world free from government control, is not too popular in some places, but he thought the use of the code seal might help "if we can tell them what it means."

One questioner asked what the code board has done about KCOP (TV) Los Angeles, charged with code violations. Mr. Fellows replied that the board had not acted against KCOP because it is being sold to a group which has pledged to abide by code provisions.

Asked whether the board has acted on a proposal for a tv legion of decency, Mr. Bronson said the papal encyclical did not call for such an organization to police television.

Mr. Bronson reported on monitoring activity and indicated that by the end of the year two-thirds of the more than 300 stations subscribing to the code will have been monitored. The board made provisions for extending the monitoring in 1958 to cover stations in small communities as well as in large markets.

The full code board attended the three-day meeting. Besides Chairman Quarton, members are Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio; Roger W. Clipp, Triangle Stations, Philadelphia, and Donald H. McGannon, president, Westinghouse Broadcasting Corp., New York.

Members of the executive committee of the ATFP who met with the code board are Maurice Morton, Alliance president, McCadden Productions; Maurice Unger, Ziv Tv; John Findlater, Revue Productions; Archer Zamlock, Hal Roach Studios; Hal Roach Jr., Hal Roach Studios; Armand Shaefer, Flying A. Productions; John Zinn, Alliance executive secretary, and Richard St. Johns, Alliance legal counsel.

At a closing meeting Wednesday, continuity acceptance editors of the television networks, Alliance producers and directors, code board members and NARTB staff representatives held a "shirt-sleeve" session, discussing problems connected with maintaining high standards of programming. Network executives participating in the meeting were; for ABC, Continuity Acceptance Director Grace Johnsen and West Coast Director Dorothy Brown; for CBS, Director of Editing Herbert A. Carlberg and West Coast Manager William Tanjersley; for NBC, Director of Continuity Acceptance Stockton Helffrich and Hollywood Manager Robert Wood.

NARTB staff members taking part in code board sessions, in addition to Mr. Fellows and Mr. Bronson, were Thad Brown, television vice president; Douglas Anello, chief attorney; Donald N. Martin, assistant to the president for public relations; Charles S. Cady, assistant director of television code affairs, and Robert K. Richards, consultant.

Tv Damned, Praised By ATAS Panelists

"Creative" tv programming came in for both boosts and knocks Tuesday, as four agency executives looked at network programming and found it (a) wanting and (b) "as good as can be."

Featured as speakers at the New York chapter of the Academy of Television Arts & Sciences were Maxwell G. Ule, senior vice president, marketing, Kenyon & Eckhardt; Hal Davis, vice president, radio-tv, Grey Adv.; Walter Craig, vice president, radio-tv, Norman, Craig & Kummel, and—in absentia—Nicholas E. Keesely, vice president, radio-tv, Lennen & Newell. Mr. Keesely's comments were read by Terry Sullivan, a tv announcer-personality.

Mr. Craig said the basic trouble with television today is that its overnight success made "people want to turn a quick dollar too fast," and that this desire to "share the wealth" led to imitative programming. Claiming that "good product" and not handwringing is the answer to pay-tv, Mr. Craig called for a revival of "romantic writing" where boy-gets-girl instead of "all this realism" which, he charged, borders on "disgust."

Mr. Davis, using props, said the current season can be summed up by "the stool . . . the stool pigeon and the gun holster." (The stool, he said, referred to the "relaxed" type of musical programming). The "ideal show," said Mr. Davis mockingly, is "to get a cowboy sitting on a stool in an isolation booth." At the same time he said that rival media cannot afford to hit television too hard, stating that a current best-seller is Grace Metalious' *Peyton Place* and that Broadway's loudest guffaws came from Peter De Vries' "Tunnel of Love." Both, he charged, bordered on very bad taste. He predicted agencies will recapture their production power in tv.

Mr. Ule said creativity is "an overworked term." He defined it as a reconstruction of past experience and formats to develop a good rating. It's not the ratings that count, he noted, but the "emotional plus" a program gives the audience.

Mr. Keesely defended tv, saying that if people really did not like television, they would soon turn off their sets. They haven't, he said, and therefore, "things can't be so bad after all." Television, maintained Mr. Keesely, excels at promoting its programs, but it does little in promoting itself. Putting the blame on the tv critics for tv's chronic compulsion to defend itself, Mr. Keesely said the industry ought to spread the word on "what it is doing, not what it isn't." Tv criticism, he concluded, is "absurd, dangerous and meaningless" if based on the pre-

KNOWLEDGE

Knowledge and speed guide the surgeon's hand.

In our fast-moving field, too, knowledgeable decisions frequently must be made quickly.

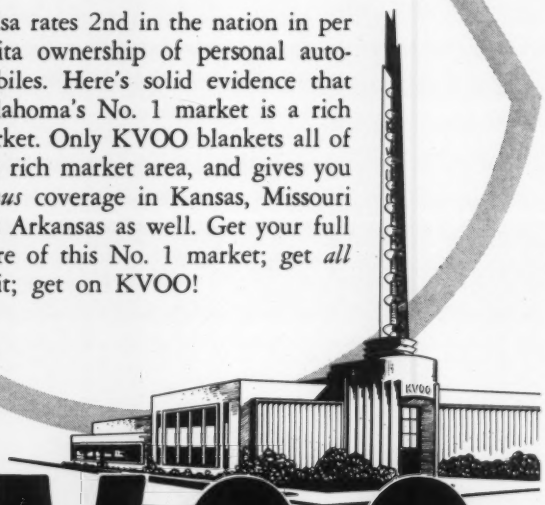
That's why . . . when we give you facts . . . we're careful to make them accurate, complete and pertinent. And, whenever possible, get them to you fast while they still have meaning and application.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

2

Tulsa rates 2nd in the nation in per capita ownership of personal automobiles. Here's solid evidence that Oklahoma's No. 1 market is a rich market. Only KVOO blankets all of this rich market area, and gives you *bonus* coverage in Kansas, Missouri and Arkansas as well. Get your full share of this No. 1 market; get *all* of it; get on KVOO!



KVOO
TULSA

The only station covering all of Oklahoma's No. 1 Market

Broadcast Center • 37th & Peoria

HAROLD C. STUART
President

GUSTAV BRANDBORG
Vice Pres. & Gen. Mgr.

Represented by EDWARD PETRY & CO.

1170 KC • 50,000 WATTS • CLEAR CHANNEL • NBC
"The Voice of Oklahoma"

miere show. Criticism that is valid ought to come from people within the industry, those who "can do something about bad programming," he said.

Must Be 'Watchful Over Radio-Tv,' Say Catholic Bishops at Meet

Citing the continuing need for such agencies as the National Office for Decent Literature and the National Legion of Decency, Catholic bishops of the U. S. last week reminded, "Nor can we fail to be watchful over the fields of radio and television."

The bishops, meeting last week at Catholic U. in Washington, D. C., released a 2,400-word statement entitled "Censorship." In it, the bishops noted that civil authority has the right and duty to exercise such control over various media to safeguard public morals, "yet civil law, especially in those areas which are constitutionally protected, will define as narrowly as possible the limitations placed on freedom."

For this reason, the bishops said, "civil legislation by itself does not constitute an adequate standard of morality."

The statement referred to the Sept. 8 encyclical of Pope Pius XII and said that "Our Holy Father has spoken not only of the competence of public administrators, but also of their strict duty to exercise supervision over the more modern media of communication and entertainment—radio and television. He warns public officials that they must look on this matter not from a merely political standpoint, but also from that of public morals."

Half Radio Homes Tune In From 9 a.m.-4:30 p.m.—RAB

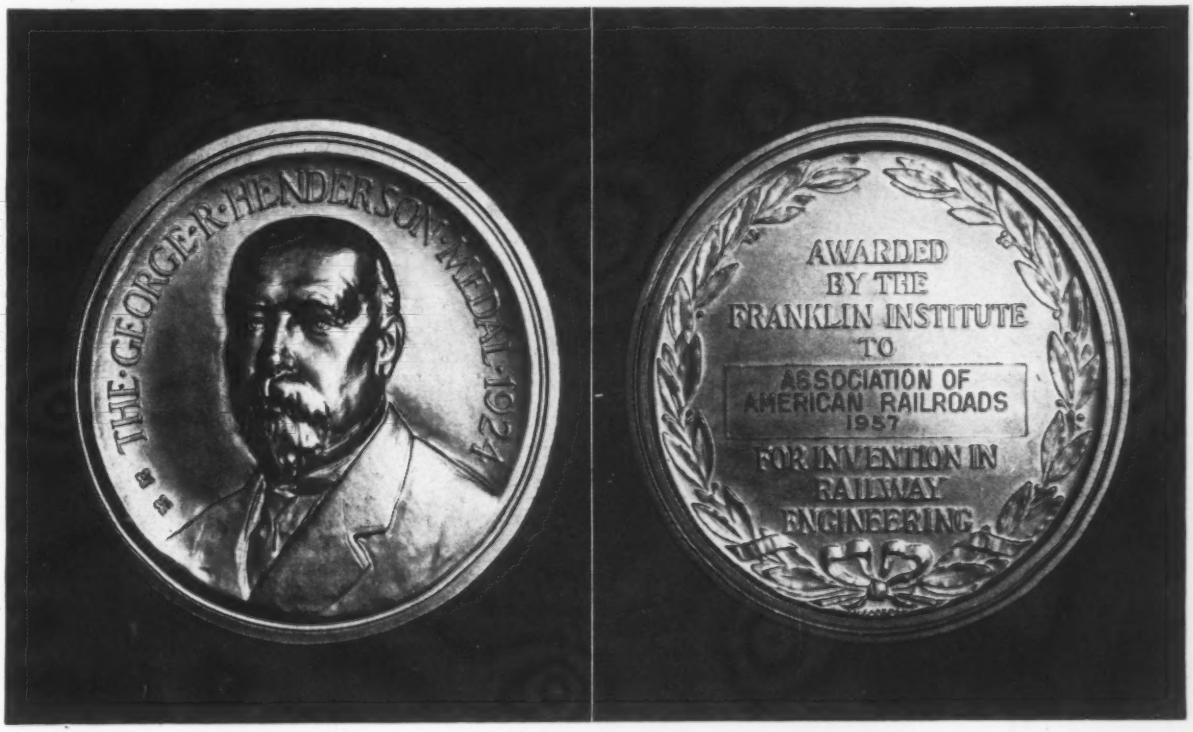
More than half of all radio homes in the nation can be reached during the 9 a.m.-4:30 p.m. period throughout the week, according to the most recent study of the cumulative radio audience made for Radio Advertising Bureau by the A. C. Nielsen Co. The study, seventh in a series undertaken for RAB, discloses that more than 50% of all radio households tune in regularly during the week (Sunday through Saturday) to programs aired during this time segment.

The typical family's total listening time for the week averages nearly 4½ hours, the study stated. The research further reveals that over a four-week period better than 75% of all radio homes average more than 13½ hours of listening in this period.

48 More Radio Outlets Join RAB

Fully 48 new station members and three representative and associate members joined Radio Advertising Bureau in September-October, representing the largest gain in membership in any two-month period since RAB's inception, according to Kevin B. Sweeney, president. The new membership reportedly represents $22,000 in annual income. The previous record period for new membership was January-February 1956 when 48 were added, Mr. Sweeney said. Membership now exceeds 850, RAB reported.

RESEARCH THAT WON A MEDAL



This year, for the first time, The Franklin Institute's coveted George R. Henderson Medal—awarded for achievements in research in railroad technology — was *not* given to an individual inventor or engineer. It was awarded to an association—the Association of American Railroads.

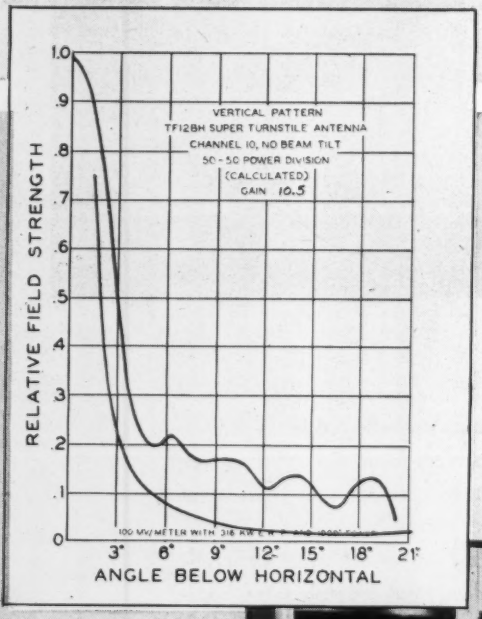
This award honors the contributions made by the Association's Mechanical and Engineering Divisions to the advancement of railroad safety, progress and efficiency.

These contributions are reflected in 92 patents which have resulted from the Association's research. Currently, the Association has some 96 projects under way at its research center on the campus of the Illinois Institute of Technology in Chicago. And it is planning additional facilities to expand this research.

The railroad industry will continue its scientific research to provide transportation service that is constantly increasing in efficiency and economy.

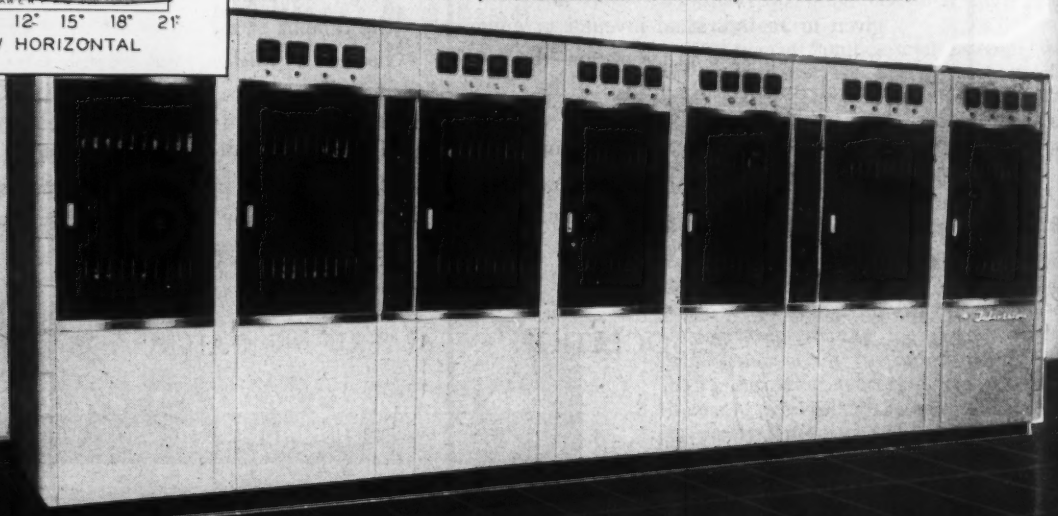
ASSOCIATION OF AMERICAN RAILROADS
Washington, D. C.

How to "saturate"



Vertical Field Pattern of new RCA TF-12BH 50-kw antenna. Note complete absence of vertical nulls. Operated in conjunction with an RCA 50-kw TT-50AH transmitter, this antenna will "saturate" your service area with strong signals.

RCA 50-kw VHF transmitter. TT-50AH Now in regular production, this transmitter is the ultimate in high power for channels 7 to 13. P.A.'s operate with standard power tetrodes (obtained from any RCA Tube Distributor).



an entire service area

(CHANNELS 7 TO 13)

RCA's new 50-kw VHF transmitter, and an RCA TF-12BH Superturnstile antenna, will "flood" your service area with strong signals — close in AND far out!

Tailored to "consultants' specifications," RCA's 50-kw antenna-transmitter combination is your answer for maximum ERP *and* "saturation" coverage on channels 7 to 13.

"Rain" your signals in all directions!

No need to "beam" to reach specific areas. You get saturation everywhere—close in *and* far out. Reason: RCA's TF-12BH high-gain antenna delivers two to three times the required field strength—even in minimum signal areas. And it makes no difference whether you use an extremely high tower—or one of average height. This is the one transmitter-antenna combination that develops 316 KW ERP—*with power to spare!*

Antenna System takes full 50-kw Input!

RCA's TF-12BH high-gain antenna and antenna components will take the full output of the 50-kw VHF transmitter—with a high factor of safety. Designed for pedestal or for tower-mounting, RCA antennas withstand windloads of 110 miles, and more. A unique switchable feed system enables you to switch power from one part of the antenna to another QUICKLY—an important advantage that will keep you on-air during an emergency.

A 50-kw VHF System—completely matched!

RCA can supply 50-kw systems matched precisely for peak performance—from antenna, transmitter, transmission line, fittings, tower, r-f loads, wattmeters, and diplexers—to the hundreds of individual components required by the carefully planned station plant.

Qualified planning help is vital!

For experienced assistance in planning a transmitter-antenna system that will literally "blanket" your service area with strong signals, call your RCA Broadcast Sales Representative. *He knows systems-planning from A to Z.*

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RCA

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

FM Association Formed In Southern California

A decision to incorporate a new broadcasters association, the FM Broadcasters of Southern California, as a non-profit corporation was reached last week at a meeting of seven representatives of fm stations in that area. The seven incorporators of the new association included Jack Kiefer, KMLA (FM) Los Angeles; A. A. Crawford, KCBH (FM) Beverly Hills; E. A. Schwartz, KBMS (FM) Glendale; M. D. Buchen, KGLA (FM) Los Angeles; Phil Brastoff, KFMU (FM) Glendale; Harry Maizlish, KRHM (FM) Los Angeles, and Saul Levine, who holds permits for KCBA (FM) Beverly Hills and KBCA (FM) San Francisco.

Mr. Kiefer, chairman of a committee named Oct. 25 at a luncheon meeting of 31 fm broadcasters to consider formation of the association [TRADE ASSNS., Nov. 4], was elected permanent chairman of the group. Mr. Levine, an attorney, will draw up the incorporation papers of the new organization. Two other members of the original committee, who were unable to attend last week's meeting, were Mason Ingram, KFSD-FM San Diego, and Bill Taylor, KWIZ-FM Santa Ana.

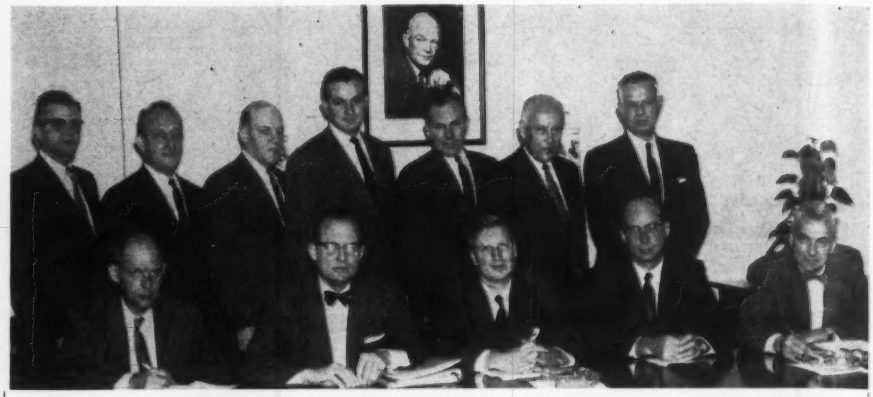
The fm committee also approved in principle a proposal that each member station of the new association contribute 10 spots a day to promote the sale of TeleVerters, a device which, when attached to a tv receiver, permits the reception of fm programming through the tv set's speaker. In exchange for these announcements, the association (not the individual stations) is to receive $1 for each TeleVerter sold in Southern California from Scope Distributors Inc., which handles distribution of the device in that territory. The unit retails for $19.95.

World Access Right Asserted By RTNDA in Convention Move

The Radio Television News Directors Assn. called on public officials to recognize "the inherent right of American newsmen to obtain news anywhere in the world" at closing sessions of its Miami, Fla., convention [TRADE ASSNS., Nov. 12].

Newsmen referred specifically to the State Dept. ban on travel in Red China, a New York City council prohibition of broadcasts of its sessions and U. S. government classification of material "which has no relation to military security." The resolution asked a chance for broadcasters to demonstrate techniques of broadcast courtroom coverage before the American Bar Assn. House of Delegates.

Other resolutions supported free access to 1960 Olympic games in Rome, deplored use of news style in radio-tv commercials, appealed to the International Assn. of Fire Chiefs to abandon the idea of asking the FCC to require a 15-minute delay in broadcasting disaster news and expressed gratitude to outgoing RTNDA President Ted Koop of CBS, Washington, and to those who arranged the Miami meeting.



MEMBERS *of NARTB's Engineering Advisory Committee (l to r): seated, William B. Honeycutt, KRLD-AM-TV Dallas; Frank Marx, ABC; Jay W. Wright, KSL-AM-TV Salt Lake City (chairman); A. Prose Walker, NARTB engineering department manager, and Lester Learned, MBS. Standing: Andrew L. Hammerschmidt, NBC; Ross H. Beville, WWDC-AM-FM Washington; Ralph N. Harmon, Westinghouse stations; James D. Parker, CBS; Carlton G. Nopper, WMAR-TV Baltimore; John Shay, WTVJ (TV) Miami, and Philip Hedrick, WSJS-AM-TV Winston-Salem, N. C.*

NARTB Unit Seeks Data On New CSSB System

Compatible single side band broadcasting for am stations holds so much promise that NARTB's Engineering Advisory Committee last week asked all radio stations experimenting with this new system to forward their findings to NARTB's engineering department.

The engineering committee met last Thursday in an all-day session in Washington, under the chairmanship of Jay W. Wright, KSL-AM-TV Salt Lake City.

The next meeting of the advisory group is Jan. 10, also in Washington.

Compatible single side band broadcasting is a new development which holds promise of higher fidelity in standard broadcasting, plus reduction of fading and interference caused by co-channel and adjacent channel signals. It also reportedly has a potential of doubling the am band.

In CSSB transmission, a standard broadcast station transmits only the lower side of the standard transmission. The upper side is filtered out. This broadcast can be received by regular radio receivers, without modification, simply by detuning from the center of the carrier frequency by 1.5 kc to 2 kc.

The system was developed by Kahn Research Labs., Freeport, L. I.

CSSB tests were conducted earlier this year by WMGM New York [MANUFACTURING, March 25]. They now are underway on WABC New York and are planned by WSM Nashville, Tenn.

The engineering committee also appointed a subcommittee to prepare a questionnaire to be sent to all radio stations regarding program line service furnished by common carriers. This was at the request of NARTB's Radio Transmission Tariffs Committee. Ralph N. Harmon, Westinghouse stations, was named chairman.

A resolution was passed acknowledging the usefulness of tv boosters, satellites, repeaters, etc., but declaring that these should be regulated by the FCC because of their possible "serious" interference to tv viewers.

A joint industry-government committee was suggested to look into the question of interference to radio reception from overhead power lines.

NARTB Film Unit Members Named, Meeting Scheduled for Dec. 5

NARTB's 1957-58 film committee will meet in Washington Dec. 5, according to President Harold E. Fellows who also announced appointments to the new committee. The group will look into current problems in the tv film field and receive a report on the final draft of this year's NARTB film manual.

Committee chairman is Harold P. See, general manager of KRON-TV San Francisco. Members are Kenneth Tredwell Jr., vice president and managing director, WBTV (TV) Charlotte, N. C.; Joseph L. Floyd, president, KELO-TV Sioux Falls, S. D.; Frederick S. Houwink, general manager, WMAL-TV Washington; Glenn C. Jackson, managing director, WAGA-TV Atlanta; Lee Ruwitch, executive vice president and general manager, WTVJ (TV) Miami, Fla., and Miss Lynn Trammell, film program manager, WBAP-TV Fort Worth, Tex.

RAB Executive Post to Hornsby

Len Hornsby, general manager of WVDA Boston, last week was appointed to the staff of the Radio Advertising Bureau as grocery products sales manager, effective Dec. 9. In this post, he will head a group of RAB national account executives who will sell the concept of radio advertising to the food industry.

MR. HORNSBY

Mr. Hornsby has been with WVDA since 1953 and earlier had been with WNAC Boston and in the advertising agency business for himself in that city.

WNBQ has a greater share of sets-in-use—for the average week, from sign-on to sign-off, Sunday through Saturday—than any other television station in Chicago!

While the shares of the other three stations have declined, WNBQ has enjoyed a remarkable *55% increase in just one month!* *You* should be enjoying it, too.

WNBQ·5

NBC IN CHICAGO

SOLD BY NBC SPOT SALES

1 WONDERFUL BUY !!

GETS YOU ALL OF

KEL-O-LAND

KEL-O-LAND is people . . . over a million of them. And counties . . . 93 of them in four states. It's retail sales . . . well over a billion dollars annually. And Joe Floyd hands you all of KEL-O-LAND in one terrific package, one wonderful single-market buy!

CBS
ABC
NBC

KDLO Aberdeen Huron Watertown CHANNEL 3
KELO Sioux Falls CHANNEL 11
KPLO Pierre Winner Chamberlain CHANNEL 6

KEL-O-LAND'S NEW, BIG RADIO VOICE IS KELO-AM
KELO Radio's 1,032-ft. Tower 13,600-Watt Power, Eqv.

JOE FLOYD, President — EVANS NORD, Gen. Mgr. — LARRY BENTSON V.P.
Gen. Offices Sioux Falls, S. D. Represented by H-R
In Minneapolis: Bulmer & Johnson, Inc.

SDX Report Notes Ups, Downs Of Broadcasters in Access Fight

The successes and failures of broadcasters in gaining access to court rooms and legislative proceedings during the past year were noted last week in the report of the Advancement of Freedom of Information Committee of Sigma Delta Chi. The professional journalistic fraternity met last week in Houston, for its annual convention attended by some 400 newsmen from all over the nation.

The report also mentioned instances in which working relations between newspaper reporters and radio-tv newsmen "did not always reflect harmony." It specifically referred to instances in Los Angeles and New York where newspapermen refused to allow recorders and tv cameras to be set up at news conferences and pool interviews. The SDX committee urged that "every effort be made locally to iron out such difficulties in order that freedom of access may prevail for the entire news profession."

V. M. Newton Jr. of the *Tampa* (Fla.) *Tribune* is committee chairman.

In an interview last week in Houston, Sol Taishoff, editor and publisher of BROADCASTING and outgoing president of Sigma Delta Chi, declared Russia's sputnik successes apparently have not loosened Uncle Sam's tongue. He charged that the fight facing all media is one for access to all news.

"When the government can get away with concealing news," he added, "then lesser entities—local governing bodies, police and union officials—are encouraged to take the people's business behind closed doors."

New Orleans AMA to See SP

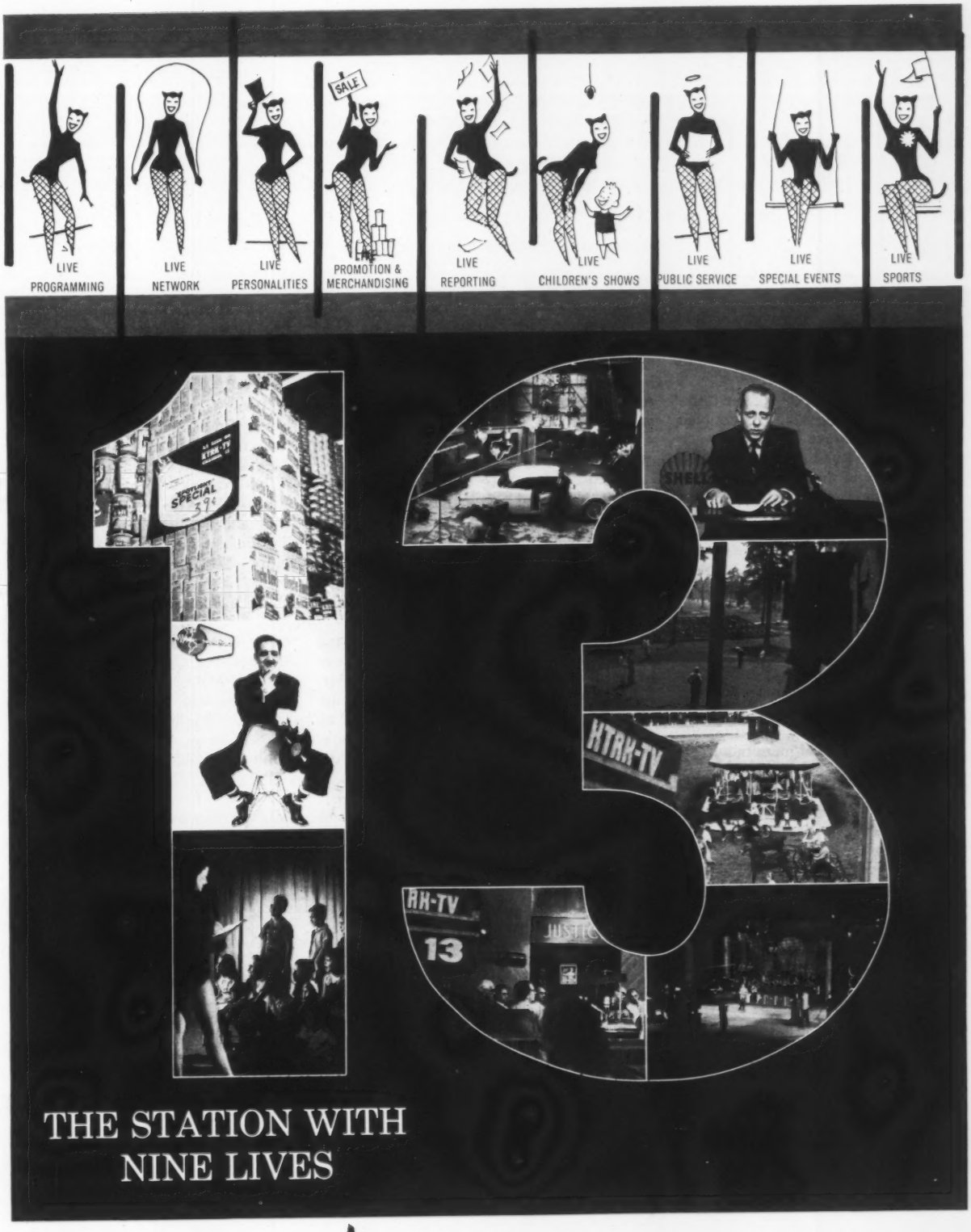
Officials of Precon Inc. (formerly Experimental Films Inc.), New Orleans, will demonstrate a point-of-sale device utilizing subliminal perception at the Nov. 26 luncheon meeting of the Greater New Orleans chapter, American Marketing Assn., according to Eric Lunau, chapter president.

Co-inventors of the SP device, H. C. Becker, electronics engineer and professor of experimental neurology at Tulane U. Medical School, and Dr. R. E. Corrigan, psychologist with the Human Factors Analysis Group of Douglas Aircraft, will conduct another demonstration at a news conference following the AMA luncheon. A. Brown Moore, president of Precon, will speak to AMA members on other aspects of subliminal perception.

WSAB Arranges Governor's Tv Talk

To take directly to the people of the state of Washington his views on the controversial issue of state institutions, Gov. Albert D. Rosellini requested the Washington State Assn. of Broadcasters to arrange statewide television coverage for an address. The governor's talk was aired Nov. 7 on more than a half-dozen stations serving all tv markets in the state.

The correctional institutions, mental hospitals and other facilities under the State Department of Institutions have been much in the public eye in recent months, with



In tune with Texas' taste — closer to Houston's heart — the right combination of shows and showmanship.

KTRK-TV
THE CHRONICLE STATION, CHANNEL 13

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York

riots, resignations of key personnel and criticism by the political opposition. Gov. Rosellini—who assumed office last January —asked the WSAB to arrange the television facilities, even specifying the time of release of the program, and R. A. Murphy, association executive, complied with the request.

KING-TV Seattle kinescoped the governor's message in advance of the scheduled release time. It was carried on KING-TV and KXLY-TV Spokane at 10:40 p.m. Nov. 7, and later the same evening, chiefly on newscasts, by other stations including KIMA-TV Yakima, KOMO-TV Seattle, KTNT-TV Tacoma and KVOS-TV Bellingham.

RAB: Supermarkets Using Radio Have Doubled in Past 4 Years

The results of a survey showing the number of supermarkets using radio has doubled in the past four years were hailed last week by Radio Advertising Bureau, which credited the gain in part to the intensive sales campaign carried on by RAB and its members to supermarket operators.

John F. Hardesty, RAB vice president-general manager, reported a survey by the trade publication, *Super Market Merchandising*, reveals that today nearly 21,500 supermarkets (95% of the total) are using radio, in contrast to less than 9,500 (53%) four years ago. The survey also shows that all chains comprising 11 or more stores now use radio. Mr. Hardesty said that in the past several years RAB account executives have been making continuous sales presentations to national and regional food manufacturers, processors, distributors and their agencies and to supermarkets and that member stations, using RAB sales aids, have extended this effort at the local level.

Barrow to Address Chicago Group

Roscoe L. Barrow, director of the FCC Network Study staff report on alleged television economic practices and dean of the U. of Cincinnati Law School, is scheduled to address the November meeting of the Broadcast Adv. Club of Chicago. He is expected to speak on the so-called "Barrow Report" [LEAD STORY, Oct. 7] at a luncheon session in the Sheraton Hotel Nov. 26. The study, prepared under Dean Barrow's direction, recommends FCC regulation of networks, prohibition of network option time and must-buy station lineups, tightening of multiple ownership rules and other restrictions.

Atlanta Reps Hold First Meeting

The new Radio & Television Representatives Assn. of Atlanta heard speeches by Lamar Swift, executive vice president of S.S.S. Co. (patent medicines), Atlanta, and Robert McDonald, McCann-Erickson account executive, at the organization's first scheduled meeting last month.

Officers of the new group are Charles Dilcher, John Blair & Co., president; Richard Hughes, Edward Petry & Co., vice president, and Charles Coleman, Avery-Knodel Inc., secretary-treasurer. Directors are James S. Ayers, James S. Ayers Co.; Art Savage, Katz Agency Inc.; Bob Baird, John E. Pearson Co., and Frank Rice, Harrington, Righter & Parsons Inc. Keith Byerly, Katz Agency, is program chairman.

Radio 'Lives with People,' Fellows Tells Calif. Audience

"This is the magic of radio—that it lives with people—really lives with them, captures their imagination, draws outlines within which they can paint images, suggests, persuades, encourages and even—ever so subtly—directs," NARTB President Harold E. Fellows said Tuesday.

Speaking at a joint luncheon session of the Los Angeles Advertising Club and the Southern California Broadcasters Assn. at the Hotel Statler in Los Angeles, Mr. Fellows urged advertisers who use radio and broadcasters who manage the medium to remember always that "the turn of a dial is like the turn of a doorknob, permitting us to cross a threshold into the intimacy of a family home."

Selling, even selling by advertising, must have the personal touch, he stated, but he added that "this greatest virtue of the most intimate mass medium too frequently is lost in a welter of insane, repetitious, high volume phrases. . . . We have an inclination to cup our hands around the prospect's ear and shout at him until his eyes cross."

Noting that other industries are trying to cut down on noise "because they have found that people don't like noise," Mr. Fellows urged radio to do the same thing. "You don't have to be loud to be clear," he stated. "Why not nice and easy—persuasive—'sell talk' about the virtues of the product or service, like you were there in the bathroom with the girl (in the tub), or on Lover's Lane, or lulling the child to sleep or talking to the housewife?

"And another thing about radio advertising: You shouldn't try to get Tolstoy's *War and Peace* with annotations into a one minute announcement. . . . People should be sold via radio very much as they might be sold in person. . . . Remembering this constantly, we will design our programs for universal appeal to the family, the youngsters and oldsters alike, and we will design our advertising to solicit their attention."

RAB Announces Memberships Of Four Board Committees

Memberships of the four board committees of the Radio Advertising Bureau were announced last week by Kenyon Brown, KGLC Miami, Okla., chairman of the board. Broadcasters chosen to serve as committee members during the 1958 calendar year are:

Executive Committee—Allen M. Woodall, WDAK Columbus, Ga., chairman; Matthew J. Culligan, NBC Radio, New York; Frank P. Fogarty, WOW Omaha; Arthur Hull Hayes, CBS Radio, New York; Alex Keese, WFAA Dallas; Elroy McCaw, WINS New York, and Donald W. Thornburgh, WCAU Philadelphia.

Finance Committee—John S. Hayes, *Washington Post* Broadcast Division, Washington, D. C., chairman; Richard D. Buckley, WNEW New York; Charles C. Caley, WMBD Peoria, Ill.; Robert E. Eastman, ABN, New York; William B. McGrath, WHDH Boston; William E. Rine, Storer Broadcasting Co., Miami Beach, and Paul Roberts, MBS New York.

Membership Committee—Ben Strouse, WWDC Washington, D. C., chairman; Herbert Evans, Peoples Broadcasting Corp., Columbus, Ohio, and Don Searle, KXXX Colby, Kan.

Bylaws Committee—Simon Goldman, WJTN Jamestown, N. Y., chairman; Edward Breen, KVFD Fort Dodge, Iowa, and Robert T. Mason WMRN Marion, Ohio.

MEMBERS of Radio Television News Directors Assn. picked Jack Krueger (3rd from l), news editor of WTMJ-AM-TV Milwaukee, as new president of the international organization at its 12th annual convention in Miami Beach, Fla., Nov. 7-9 [TRADE ASSNS., Nov. 11]. Elected to serve with Mr. Krueger (l to r): Hugh Bremner, CFBL London, Ont., director for a one-year term; Jack Morris, KTUL Tulsa, Okla., director for three-year term; (Mr. Krueger); Ralph Renick, WTVJ (TV) Miami, Fla., vice president (television); Bill Small, WHAS Louisville, Ky., vice president (radio); F. O. Carver, WSJS Winston-Salem, N. C., treasurer, and Bill Monroe, WDSU New Orleans, director for one-year term. In other convention business, RTNDA voted to hold the 1958 convention in Chicago and the 1959 meeting in New Orleans. It is the group's policy to meet at Chicago in alternate years.

COMING SOON

KTVU

Channel 2

San Francisco — Oakland

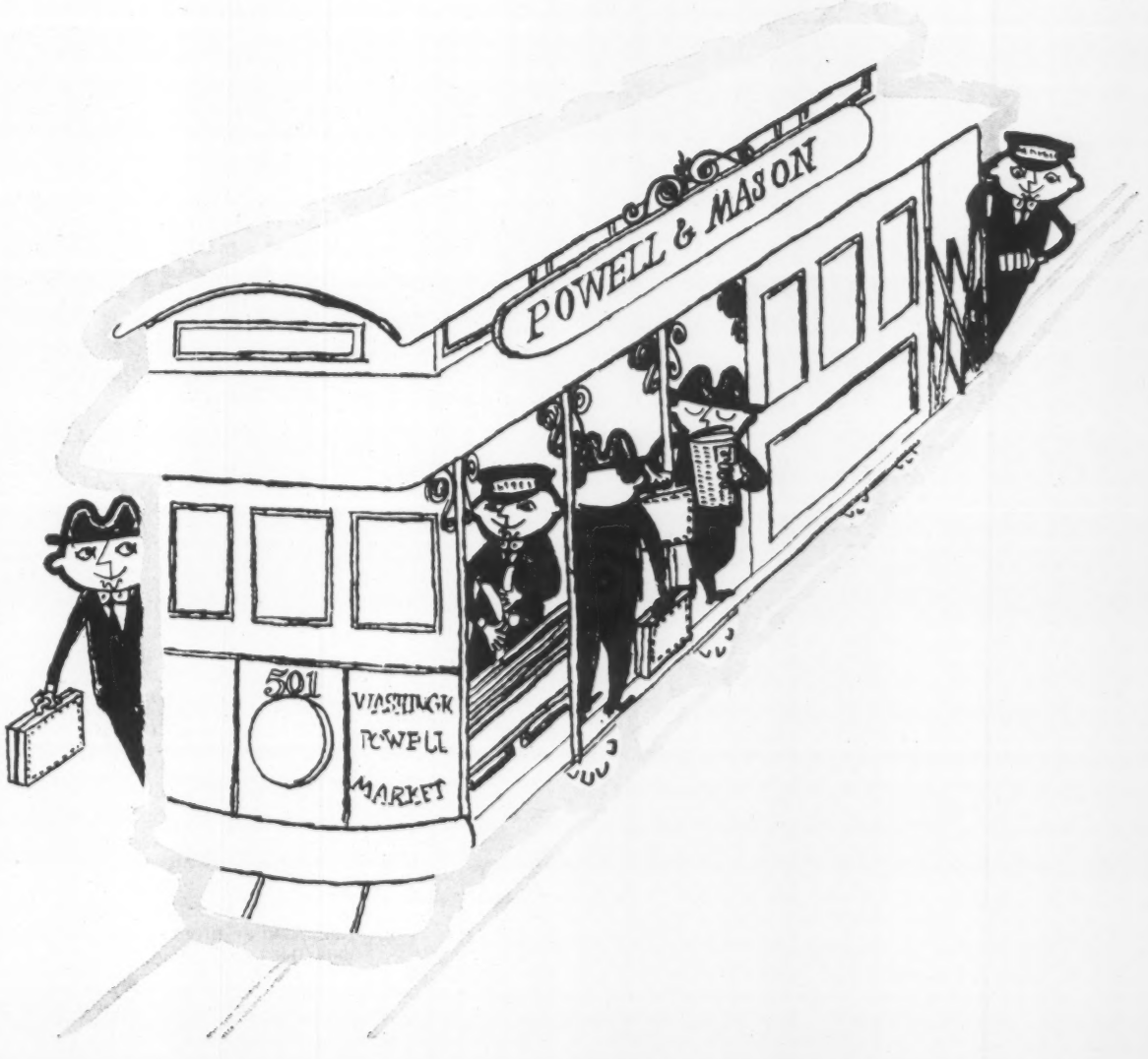
announces the appointment of

H-R Television, Inc.

as national representatives

Ward D. Ingrim
President
and General Sales Manager

William D. Pabst
General Manager



33¢

per thousand*

One of the Big Three auto manufacturers buys a thousand viewers for just 33c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

* Based on November ARB Telephone Coincidental Survey.

PROFESSIONAL SERVICES

Tv Artists Corp. Organized As Personal Management Outfit

Television Artists Corp., 527 Madison Ave., New York, a firm "specializing in personal management," has been formed through a merger by Jack Bertell, onetime executive vice president of MCA, and John Greenhut, formerly head of John Greenhut Enterprises. Mr. Bertell has headed his own personal management firm since 1947.

Performers to be represented by the new firm include: Polly Bergen, Bill Hayes, Carol Haney, Jackie Miles, The Chordettes, Jane Morgan, Carol Lawrence, Jackie Kannon, Morey Amsterdam, Earl Wrightson, Louis Hunt, Elaine Malbin and Larry Daniels. Creative roster includes James Starbuck, Joe Cates, David Tihmar, Earl Wilson, Peter Gennero, Luther Henderson and Jerome Shaw.

Mendelsohn Forms Own PR Firm

The establishment of his own public relations firm, with emphasis on radio-tv clients, has been announced by Howard Mendelsohn, former midwest publicity director of CBS-TV (WBBM-TV Chicago). He will maintain headquarters at 612 N. Michigan Ave. (Telephone: Michigan 2-0244) and represents Rudio Productions (radio-tv producers) and other clients. Mr. Mendelsohn recently completed a radio-tv campaign for the Julian J. Jackson agency and, in a freelance capacity, worked on the Chicagoland Fair account this past summer.

Talent Service Begins in Chicago

A new talent agents' organization has been created in Chicago to simplify booking procedures between studios and agencies with uniform contracts. Called Chicago's Assn. for Radio and Television Artists, the organization claims to have completed negotiations and signed applications for a Screen Actors Guild franchise in that city. Talent and modeling agencies were signers of the pact, which is designed to benefit Chicago members and CARTA agents.

New PR Firm: Loeff & McElwaine

Loeff & McElwaine has been formed with Robert McElwaine, publicity director of Danny Kaye's Dena Pictures and formerly for Sam Goldwyn Productions, joining forces with Ted Loeff, who has headed his own public relations firm for many years. The new partnership will have headquarters at 259 S. Beverly Drive, Beverly Hills, Calif., with representation in New York and Washington handled by the Myer P. Beck office. Beginning with a preponderance of entertainment accounts, Loeff & McElwaine will open an industrial division, Mr. Loeff announced.

Taylor-Walker Assoc. Formed

The formation of Taylor-Walker Assoc. at Suite 802, 1270 Sixth Ave., New York, has been announced by John H. Taylor and Mary T. Walker, both formerly with Steve Hannagan and Hill & Knowlton Inc. The new firm will serve as consultants for radio and tv promotions and, in affiliation with the Lynn Farnol Group, will act also as public relations consultant.

BINGHAMTON
IS NO LONGER A ONE-TV-STATION MARKET

Now for the FIRST TIME the curtain's going up on ALL of the top NBC shows via

WINR•TV

Binghamton's Great New Channel

NOW ON THE AIR!

Gannett Radio-TV Group

An impressive new studio building . . . our own microwave relay system . . . and an energetic promotion campaign which led to thousands of conversions before our test pattern was on the air are but a few of the indications of the strength and stability of this new sales signal in the Binghamton market.

One of the most powerful on the air . . . WINR-TV, with a million-plus watts, is the first station to offer full network programming from the first day of operation.

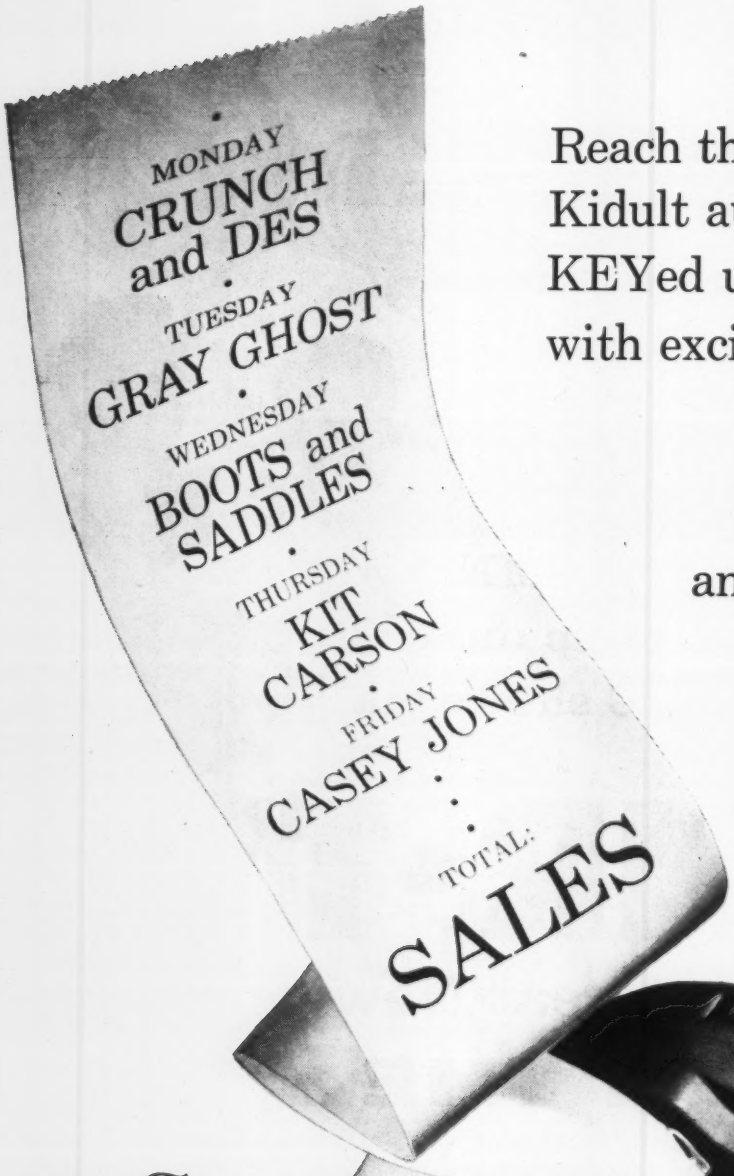
IN THE TRIPLE CITIES **BINGHAMTON** ENDICOTT • JOHNSON CITY, N. Y.

REPRESENTATIVES GEO. P. HOLLINGBERY

BROADCAST DIVISION OF THE BINGHAMTON PRESS COMPANY

Adventure Monday through Friday at 6:00 PM delivers Omaha's Kidult* audience!

*Kids and adults



Reach the Omaha area Kidult audience when they're KEYed up to stay with excitement!

Full sponsorship and minutes available.

Adventure at six adds up to sales!

KETV
Omaha's Key TV
channel 7
basic abc
OMAHA WORLD-HERALD STATION
Eugene S. Thomas, Gen. Mgr.
see your H-R man

RCA PLAN HELPS AM-FM STARTERS

- **Angle: It'll help RCA, too**
- **Prospects to receive advice**

Station owners are not the only businessmen with an eye to profit on radio's resurgence. As a major supplier of the technical things that make a station go, RCA has blueprinted a major sales promotion effort for 1958 to capture its share of the multi-million dollar market represented by the 200 new stations going on the air annually, plus upgrading of existing outlets. The thinking behind RCA's secret weapon: The man you help most may be your next customer.

Well aware that the number of businessmen entering radio from other pursuits is growing and that these prospects are eager for every bit of information they can find to help them make a wise investment, RCA intends to present them with an elaborate "planning manual" plus a wealth of additional materials [CLOSED CIRCUIT, Nov. 4]. The "total help" concept, which RCA is expected to announce officially within two weeks, was planned by Adron M. Miller, field sales manager, am-fm broadcast equipment, RCA, Camden, and Paul A. Greenmeyer, manager of broadcast advertising. It has won the blessing of E. C. Tracy, manager, RCA broadcast and tv equipment department, and other broadcast division officials, who encourage the application of the firm's principles of precision and thoroughness to marketing as well as manufacture.

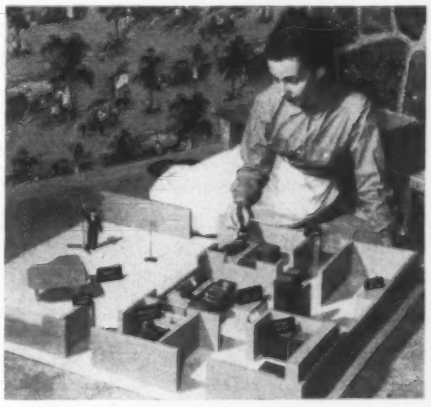
In addition to the planning manual, RCA broadcast equipment salesmen in 1958 will be armed with a special attache case filled with models for laying out three typical station plans (see picture) and a miniature desk-size slide projector and screen for showing Kodachrome slides. Prospects also will receive a file folder for keeping additional aids in planning their radio station—things such as floor plans, equipment lists, system information, technical article reprints and other data not designed for the basic planning manual.

RCA emphasizes the planning manual is not a "do it yourself" medium whereby prospects can plan and build their stations without the expense of professional engineering and legal assistance. On the contrary, RCA explains, the manual points up the necessity of doing the job professionally and helping the prospect to acquire more of a professional insight himself into all of the requirements of planning. Nor does the manual attempt to instruct the prospect in how to program a station after he gets it built.

Messrs. Miller and Greenmeyer both note the changing pattern of radio today, its revitalized ability to serve changing marketing needs and public service requirements. They point to radio's ability to serve in many smaller markets where heretofore no one recognized the opportunity. "Now," Mr. Miller says, "the home town businessmen, successful in banking, as an auto dealer or grocery distributor, perhaps with only a few thousand dollars apiece to invest, are interested in building a home town station." Perhaps their interest has been sparked by a son or relative who already is working at another station or who studied broadcasting in college, the RCA representatives explain, and these local businessmen want to back him in a local venture. These comprise the new market RCA hopes to serve—and sell—through the planning manual and related materials.

But they are not all. Mr. Greenmeyer estimates that a large chunk of the am-fm market in 1958 will include existing station operators who want to upgrade and modernize their physical facilities.

The planning manual will be a loose-leaf book with nearly a dozen major sections



PART *of RCA's package to aid the development of new radio stations is this working model of a station. Its component parts can be laid out in any of three basic plans; collapsed, it can be carried in a salesman's attache case. Displaying a working model is Barbara Tiedeken, secretary to Paul A. Greenmeyer, broadcast advertising manager.*

to be augmented frequently. Fundamentally it will contain answers to those questions which prospective station owners want to know about before starting construction and during the building period. It will be written by "experts," the RCA sales representatives and Camden engineers who are asked these questions day after day in the field, as well as others with such experience. It will contain related material such as reprints from the BROADCASTING YEARBOOK of FCC rules and application procedures and articles from the weekly BROADCASTING, as well as numerous reprints from RCA's *Broadcast News*, whose managing editor is Mr. Greenmeyer. It also will explain RCA's "progress purchase plan," the manufacturer's method of "flexible financing for broadcasters."

Segments of the manual will outline such topics as fundamentals of planning, including choice of station size (three model plans are to be given in detail); transmitting equipment and "beneficial performance" factors such as reliability of manufacturer and product; "soundability" of the transmitter as contrasted to catalog specifications and "modulation capacity," or the equipment's ability to effect the greatest "program coverage" possible; selection of studio equipment; installation and principles of operation, and rules of "good housekeeping."

The three basic plans of station layout are flexible and can be adapted to meet individual needs, as salesmen will be able to demonstrate with their model kits. Each plan includes complete floor layout, equipment block diagram, rack layout, jack panel designations and equipment list. In fact, prospects will be able to order Plan A, B or C as a package, Mr. Miller explains.

Plan A is for the typical "minimum investment" station and comprises combined single studio-transmitter operation with programming requirements of records, control room announcer, tape facilities, network and remotes. Its single studio can be used for interviews, news and other shows requiring simple production facilities.

Plan B, the typical "community" station of moderate size, is like A in that it is a combination operation but it also incorporates an announcer's booth and record library. The latter doubles as an audition room and includes an automatic turntable operated from the control room. This unit is the building block for eventual station automation, RCA explains.

Plan C covers a fairly large two-studio station with separate studio and transmitter locations, but with optional remote operation of the transmitter. It is designed for large city operation, providing a high degree of flexibility and facilities for extensive programming since the second studio is a sub-control room combination.

Like manufacturing, it takes a lot of "tooling up" to get a major sales promotion campaign off the ground too, Mr. Greenmeyer admits. The completed plan was presented to Mr. Tracy's staff in August. In September it was presented to the Camden staff and last month to the field staff, which is am-fm exclusively and operates separately from tv. "This month we go into production," Mr. Miller says.

RCA Sends Signals Via Meteor Trails

High-frequency radio signals, bounced from meteor trails 60 to 100 miles above the earth, have been used experimentally to transmit images of printed material over a distance of nearly 1,000 miles without relays, it was announced last week by RCA. The disclosure came in a report by three RCA laboratories scientists that special facsimile equipment has performed successfully in preliminary tests of meteor-path propagation between the transmitting station of the National Bureau of Standards at Havana, Ill., and the RCA Labs radio research installation at Riverhead, Long Island. Airline distance is 910 miles.

Principals in the development of the system were Warren H. Bliss, of the technical staff at RCA's David Sarnoff Research Center, Princeton, N. J., and R. J. Wagner

Jr. and G. B. Wickizer, of RCA Labs radio research staff at Riverhead.

The research team pointed out that meteor path propagation promises ultimately to increase the versatility of all radio communications by providing a means of sending information at times and over distances for which other means may not be available. It also offers a valuable means of supplementing the overcrowded radio spectrum, the scientists added.

They explained the material to be transmitted is recorded on 35 mm film, which is scanned to produce a signal in a manner similar to the techniques used in television film transmission. The resulting signal is sent out from the transmitter through a highly directive antenna aimed in the direction of the distant receiver. At the receiver, the signal is picked up by another directive antenna each time it is reflected during the brief life of an ionized meteor trail, and the information is fed to a cathode-ray tube for display on a viewing screen. In the experimental system, photographic techniques are used to record the image as it appears on the screen.

The research team reported that the scanner and transmitter are run continuously, sending copies of a picture over and over at the rate of two complete scans each second. The receiver is also on continuously with the recording unit in a "standby condition."

"When a passing meteor closes the transmission path, the incoming signal trips the recorder . . . to permit reproduction on the phosphor screen," they said. "The circuit then resets for the next burst." The report said the experimental transmitter produces 20 kw of power at 40 mc.

$1 Million CBS Labs Building Going Up in Stamford, Conn.

Ground-breaking ceremonies were held in Stamford, Conn., Thursday for CBS Labs' new $1 million-plus building, with occupancy targeted in the summer of 1958.

The 33,000-sq.-ft., one-story, air-conditioned building will provide research and development facilities for a scientific and administrative staff of 150 persons. Participating in the ground-breaking ceremonies were Dr. Frank Stanton, president of CBS Inc.; Dr. Peter Goldmark, president of CBS Labs; Mayor Thomas F. J. Quigley of Stamford; State Sen. Benton H. Grant, and the Rev. Donald Campbell.

A sound capsule, containing four long-playing records of the Edward R. Murrow radio series, *I Can Hear It Now*, was placed in the foundation of the building. The capsule was treated with radioactive material so it can be detected by Geiger counters 100 years from now.

RCA Puts Color in Co-op Homes

RCA Victor has installed color tv receivers as standard equipment in a group of cooperatively-owned private homes in south Florida. The Palm Club, which consists of 100 homes priced at $25,000-$45,000, reportedly is the first such community to include, without additional cost, a Wescott series console RCA color receiver, as well as RCA Whirlpool-Imperial refrigerator, built-in oven, range, dishwasher and clothes washer-dryer combination.

The project will be featured in RCA Victor's network television and magazine advertising this month.

Radio-Tv Sales, Output High in September—EIA

September turned out to be one of the best months in recent years for radio and tv set production as well as for sales of receivers, Electronic Industries Assn. announced last week.

Radio receiver output was 1,610,748 (including 446,419 auto sets), making September the second highest month in 21 months. Only December 1956 was better.

Tv set manufacture reached 832,631 units (including 87,040 with uhf tuners) and proved to be the best of the past 21 months with the exception of September 1956.

Nine-month total for radio sets was 10,376,354 units as compared to 9,535,896 for the same period in 1956.

Tv's nine-month output was 4,589,164, down from the same period in 1956 when 5,259,271 units were produced.

EIA's production totals for the first nine months of 1957:

	Television	Automobile Radio	Total Radio
Jan.	450,190	521,624	1,085,529
Feb.	464,697	522,859	1,264,765
March (5 wks)	559,842	597,532	1,609,073
April	361,246	380,452	1,115,813
May	342,386	396,151	1,023,771
June (5 wks)	543,778	416,058	1,088,343
July	360,660	256,279	612,588
Aug.	673,734	301,971	965,724
Sept. (5 wks)	832,631	446,419	1,610,748
Total	4,589,164	3,839,345	10,376,354

Retail sales of both radio and tv sets hit their highest marks since last December, according to EIA. Radio set sales for first nine months of 1957 totaled 5,840,372 as compared with 5,405,052 for the corresponding period last year. These radio figures cover radios sold through retailers and do not include auto sets which are produced and sold directly to the car makers.

Tv set sales for nine months of this year totaled 4,452,081 compared with 4,603,626 during the same period for 1956.

The EIA tv and radio set sales figures thus far in 1957:

	Television Sales	Radio Sales
January	623,359	563,363
February	525,437	525,029
March (5 wks)	534,115	730,584
April	337,965	543,092
May	399,757	547,480
June (5 wks)	389,770	729,421
July	426,294	597,484
August	510,097	710,553
September (5 wks)	705,247	893,366
Total	4,452,081	5,840,372

RCA Unveils C-C Camera Chain

A new industrial television camera chain, engineered for economical use with existing chains to form expandable closed-circuit tv networks, has been announced by E. C. Tracy, manager, RCA broadcast and tv equipment department. The camera chain (ITV-201), priced at about $3,000, embraces a compact, portable vidicon-type tv camera, a separate, self-contained control unit and a viewing monitor, Mr. Tracy said. The new camera "meets a need in the educational, industrial and commercial fields for a tv camera chain that can be used either as the foundation of an expand-as-needed closed-circuit tv system or as an addition to a system already in operation," he reported.

RCA Makes Five Appointments In Electron Tube Division

Five appointments to the industrial tube products marketing activity, RCA electron tube division, Harrison, N. J., were announced Thursday by G. W. Duckworth, manager, marketing.

Clifford H. Lane, previously manager, planning and scheduling, cathode ray and power tubes, has been named manager, market planning; Max E. Markell, formerly manager, equipment sales, RCA components division, has been appointed manager, industrial sales; Gene R. Rivers continues as manager, government sales; Clarence S. Rockwell Jr., manager, controls, cathode ray and power tube marketing, was named manager, marketing administration, and James T. Wilson, formerly manager, power tube planning in cathode ray and power tube marketing activity, has been appointed manager, contract administration.

At the same time, organization of the newly formed commercial operations administration activity of the division was announced. Charles R. Klinger, previously manager, western equipment sales district, has been appointed manager, commercial administration, western area, headquartering in Los Angeles. Other members of the commercial operations administration staff who will continue in their present positions are: Peter J. Faber, manager, commercial administration, central area, Chicago, and John W. Kirschner, manager, Washington office.

MANUFACTURING SHORTS

D. P. Bushnell & Co., Pasadena, Calif., announces color microscope designed for tv technicians to calibrate mosaic of color tv tube. Extensible foot equalizes effect of tube curvature, permitting focusing to depth of 70 mm and interchangeable opaque-transparent bases allow microscope to use either reflected or transmitted light. Weight: 5½ ounces. Height: 135 mm (closed), 200 mm (fully extended). Price: $14.95 (includes one opaque and one transparent extensible base in leather carrying case).

Fairchild Camera & Instrument Corp., Syosett, N. Y., will hold demonstration of its new automatic 16 mm film processor in New York today (Monday). Company claims roll of exposed film can be placed in processor and projected within 20 minutes. Equipment has applications in television, newsreel and development and production engineering.

RCA Broadcasting Equipment, Camden, N. J., last week announced delivery of following components to tv stations: ch. 5

we deliver 1000 like this* for 31c

*and her family

Much prettier, actually, from a sponsor's point of view, because these ladies *buy!* And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.*

*Source—Hooperatings Jan.—Feb.—New Jersey

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.

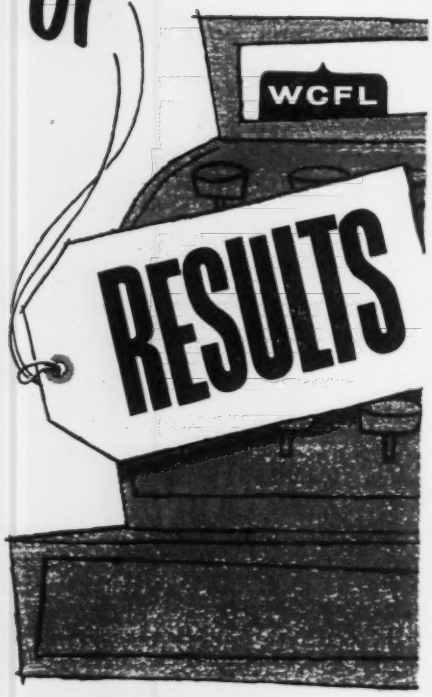
Represented by:
Broadcast Times Sales
New York OX 7-1696

WVNJ

Newark, New Jersey

Radio Station of the Newark Evening News

Rock-n-Roll Ratings or RESULTS



WCFL
gets the results!
1000 ON THE DIAL
50,000 WATTS

Marty Hogan—General Manager
Tom Haviland—Commercial Manager

866 LAKE SHORE DRIVE • CHICAGO
MOhawk 4-2400

Burke-Stuart Co., Inc.
60 E. 56th St. • New York, N. Y.
PLaza 1-4646

NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

six-section superturnstile antenna to KSD-TV St. Louis, shipped Nov. 4; ch. 4 three-section superturnstile antenna to WRC-TV Washington, Nov. 5; 25-kw ch. 4 transmitter to WHBF-TV Rock Island, Ill., Nov. 7, and 6-kw ch. 4 transmitter to KDUH (TV) Hay Springs, Neb., Nov. 5.

RCA electron tube division announces new image orthicon (RCA-7037) for color tv cameras, reportedly having more than twice sensitivity of previous color image orthicons. New tube makes reductions possible in studio lighting, air conditioning and camera operation.

Wescon (Western Electric Show & Convention), L. A., moves to 1435 S. La Cienega Blvd. Dec. 1. Telephone: Oleander 5-8462.

Saint Cecilia Co. Ltd. (manufacturers of magnetic recording tape), Westwood, N. J., announces new Bel-Cleer reel designed to virtually eliminate wobble and eccentricity. Molded with extra-heavy opaque flanges, giving fly-wheel-like action, reel reportedly minimizes wow, is warp-proof, easy to thread and its large window openings afford constant observation of tape during operation. Finished in battleship gray, with frosted areas on each flange for labeling program material, plastic reel, at present, is available in seven-inch size only.

Shure Bros., Evanston, Ill., announces new phonograph arm, Studio Dynetic, which it claims will play records "hundreds of times" without showing signs of wear and rests on record with only gram of pressure. Designed to prolong life of records indefinitely, model includes small diamond stylus guaranteed to stay in microgroove of hi-fi recording when turntable is tilted at angles up to 45°.

American Electronics Inc., announces American-Concertone Globematic 60, hi-fi tape recorder as "smallest studio recorder of its kind." Weighing 35 pounds in its magnesium case, recorder accommodates reels up to and including 10½ inches at speeds of 7½ and 15 inches per second. Torque control switch changes from 10½ inches to smaller reels. Unit has V. U. type meter, reportedly assuring record level requirements and phone jacks permit monitoring input to record head or playback output of tape while recording. Recorder is equipped with three motors—direct hysteresis synchronous capstan drive for timing accuracy and two high speed take-up and rewind motors with positive self-compensating braking systems to prevent tape stretching.

Hoffman Electronics Corp., radio division, L. A., announces its Solaradio (solar-powered all transistorized portable radio) is reduced from $150 to $99.95. Home and Travel model (standard-battery version) from $75 to $59.95.

RCA, broadcast and tv equipment department, announces two-in-one RCA "broadband" fm radio antenna designed for use in both standard and multiplex fm broadcast service has been placed on market. New antenna (BFD-series) has been engineered to provide low standing-wave ratio over entire 200 kc channel, assuring perfect match essential for eliminating cross-coupling between standard and multiplex channels, RCA reported.

Sarkes Tarzian Inc., Bloomington, Ind., announces dual channel audio relay link, allowing simultaneous transmission of two audio signals, one with sound for picture, other with am or fm sound. Company reports system can cut line costs substantially for am-fm-tv stations with facilities in same building. Isolation between two channels is greater than 35 db and differential phase and gain of video signal said to be less than one degree and plus or minus 0.5 db. Audio response reportedly in excess of 15,000 cps with less than 1% distortion.

Bell & Howell, Chicago, announces new low-priced portable tape recorder (Model 770) in simplified, light-weight unit housed in cloud gray and charcoal case, with suggested price of $169.95. Two-speed (3¾ and 7½ inches per second) recorder is designed to reach market "which does not require such features as pause button and dual recording-level indicator lamps," according to B & H. Like its counterpart Model 775, new unit has twin 5¼-inch speakers, with variable tone and volume controls and interlocked record-play buttons designed to avoid accidental erasure.

Motorola Inc., Chicago, announces 1957 high fidelity sales for each month are running ahead of individual months last year, with cumulative sales through August 75% ahead of that period in 1956.

RCA Reference Book, 1958 edition, 216 page publication containing information on RCA electron tubes, test equipment, batteries, transistors and semiconductor diodes, is now available through RCA distributors.

H. H. Scott Inc., Maynard, Mass., announces am-fm tuner (Model 300) with new technical features, including slide-rule dial and wide-band fm design. Wide-range circuitry is claimed for am section of tuner.

RCA Victor, tv division, announces new deluxe tv receiver with built-in transistorized high fidelity sound system, five speakers, automatic four-speed record changer and provision for adding player. Price: $550. Also announced were color tv receiver and two black-and-white consoles featuring transistorized high fidelity sound system without record changer, and new table series which incorporates an automatic 45 rpm "Victrola" with tv receiver using 14-inch picture tube.

Granco Products Inc. (manufacturers of fm and hi-fi equipment), Long Island City, N. Y., has issued its fifth annual report to stockholders for year ended June 30, 1957. Report shows increase of 10% over last year and earnings doubling that of previous 12 months.

The CHALLENGE

April 19th, 1775—a musket fired a single round on the Lexington green in the Commonwealth of Massachusetts, and this became known as "the shot that was heard around the world"!

☆

December 7th, 1941—the sound of falling bombs may never have been heard by some of the men at Pearl Harbor that Sunday morning . . . but the reverberations carried into every city, town and hamlet of the United States and probably to every living soul on the face of the earth!

☆

October 4th, 1957—a mighty roar heard by a select few in a remote part of the USSR . . . and then, a steady beep, beep which may well become the most significant sound in all recorded history!

☆

It was this sound, flashing through the sky at an unbelievable speed, which aroused a torrent of words on a subject which promises to be the most important item on our national agenda for years to come. The subject is Science and Education.

☆

From the President on down, the voices are now being heard and they are all saying essentially the same thing. We need young scientists, we need boys and girls to look toward a career in physics, electronics, chemistry . . . to specialize in the various technological areas of rockets, missiles, fuels, outerspace . . . and many, many more to delve into the more hum-drum activities of higher mathematics, electronic calculations, nuclear theories, and the never-ending research and laboratory work needed to turn out the imaginative products which will keep this country abreast, if not ahead, of any other country in the world.

☆

It will take years for a democracy to implement the actual training needed at all levels of our educational system. Before we can have graduating students, we must have competent instructors and teachers. Textbooks must be written and revised. Educational methods must be up-dated, and in many instances, speeded-up, to cover the vast amount of knowledge that is pouring forth at an unprecedented rate. Local school boards, state levels of educational systems . . . even PTA groups . . . must be aroused to the need for new directions, more action, and far less oratory.

☆

The television industry has a unique opportunity to demonstrate its far-reaching influence over the lives and customs of millions of families. The trickle of programs at the network level is only a teaser for what the local stations can accomplish in the long run. Surely, these thoughts have crossed the minds and desks of the Managing Directors, Program Directors, and staff producers of many, many stations; perhaps even before the current emphasis on what appears to be close to a national emergency.

☆

But how to accomplish this . . . and do it effectively. The answer to that question which will be asked more and more often in the coming months, is not simple . . . but there is one word which will keynote the efforts of each and every station . . . and that word is "IMAGINATION"! When you consider the seriousness of the problem, you realize how important it is that the best brains at your command be put to work on creative formats, new ideas, perhaps new uses of old tools. This is not science-fiction, this is not for fun, this is as real as that beep, beep in the sky!

☆

If each television station in the country turned out only one half-hour program per week, based on the theme of the scientific future . . . and directed such programming to youngsters and teenagers particularly, with side emphasis on the parents . . . the nation, as a whole, would soon show signs of awareness which, otherwise, would take almost a generation to accomplish. It is not suggested here that television stations become "Classrooms of the Air", nor is it necessary to conceive of programming which necessarily teaches . . . but what is needed, is the creative presentation of a scientific career as a stimulus to the imagination of the viewers. The keen sense of accomplishment, the reward of discovery, the fascination of probing the unknown, and the tremendous opportunities for financial security in an area where the income level seems to know no ceiling are some of the points to be emphasized in this kind of programming. There are scientists, educators, professors, industrialists . . . a tremendous untapped "talent pool" for the stations to draw upon when selecting the right personalities to get across this very basic theme. There are hundreds of wonderful films which have been produced with painstaking care to illustrate some phase of the scientific discovery or development which can be presented in the context of such a program. There are factories, laboratories, power plants, airports and scores of other "sets" for remote telecasts when the equipment is available.

☆

This is the Challenge! Not where to slot another western series, not the rating yardstick which puts Sullivan ahead of Allen, not the star names in a feature package . . . but a public responsibility . . . a trust . . . a dire need to face the future squarely . . . to recognize that the national effort is only the sum total of all the local efforts . . . and to meet the challenge in a manner which befits the television industry.

★

Trans-Lux Television Corporation
Distributors of
Encyclopaedia Britannica Films
625 Madison Avenue; New York City
PLaza 1-3114

STANTON ON NETWORKS AND SPUTNIKS

CBS head sees Barrow recommendations as threat to U. S. security

Dr. Frank Stanton, CBS president and recipient of this year's Paul White Memorial Award from the Radio-Television News Directors Assn., believes that developments such as Sputnik make it all the more mandatory that people be kept enlightened through the fastest possible communications. In his acceptance speech at the RTNDA convention Nov. 9 [TRADE ASSNS., *Nov. 11*], *Dr. Stanton stresses the vital role that networks must maintain in informing and warns inroads such as those embodied in the Barrow Network Study pose a serious threat. This is a condensed version of his text:*

The rise of Sputnik I and the traumatic reaction of the world's peoples thrust before all Americans problems wholly new—problems to which the slow processes of democracy are not yet adjusted. The rise of Sputnik II dispelled any doubt about the gravity of these problems.

Whether we like it or not, we now have to re-examine our practices and habits as a nation to accommodate them to those facts.

We must recognize that Russia—or any other dictatorship—has a certain head start on a democracy. One man, or a handful of unanswerable men, make all the decisions. They make them fast, and with finality. And the people obey. There is no chance to discuss, to justify, to approve or disapprove.

The energies of a democracy, on the other hand, spring from below. Here, the leadership must be in league with the people. This depends upon a forthright, honest and open exchange of information and ideas. It depends upon the national leaders' having the confidence to trust the people with the facts, and upon a fully informed people responding in a ground swell of public opinion that forms the basis for a program of decisive action.

Always, in the past, this process has given us in America a united and steadfast strength that has overcome the lead time of a dictatorship. But the deliberative chemistry of the democratic process has almost always been exploded by some event—a Concord and Lexington, a Fort Sumter, a market collapse, a Pearl Harbor—that suddenly gave point to our capacities as a people.

In the past we have had the luxury of time in which to mobilize those capacities.

In the ICBM age we are not going to have this luxury. We may have only minutes. We certainly won't have months.

The Russians catapulted a 184-pound satellite into outer space on Oct. 4. One month later, they followed it with a half-ton satellite of still unknown potentialities. Of course, these events do not, in their tremendous swiftness, signal the bankruptcy of democratic ways. But they do flash the stark need to make those ways work faster and work better.

To meet the challenge before us, the first need—the vital need—is to minimize the slowness of the decision-making mechanism inherent in a democracy and to make sure that it moves with the certainty of a completely informed people. And the first job—the vital job—in broadcasting is to speed up, if we can, and improve, as we must, the dissemination of the information that is the primary step in the decision-making process. If there is a failure at that step, the whole democratic scheme fails.

This is an immense job. It is a responsibility we cannot ignore.

In carrying it out, it is essential that we lead from a position of strength and certainty. For this reason alone—if for no other—we of CBS will oppose as forcefully as we know how any attempt from any quarter to weaken the present structure of broadcasting and therefore its ability to discharge this commanding responsibility.

Consider the facts that shape that responsibility.

We are living in a nation where 98% of the families have radios; where 83% have television sets. Nearly 4,000 radio stations, and over 500 television stations, are on the air virtually around the clock.

It seems to me providential that we are thus able—at this pivotal point in world history — to reach into nearly every home in America simultaneously at a moment's notice; that we can bring to scores of millions across the country instant reports, the meaning of crucial events — even events themselves and the men controlling them.

This is not merely a miracle of technology. It is the product of organized human effort supported by the straightforward economics of present day marketing.

I believe that if we tamper now with the system we have evolved to use those opportunities, we are striking at one of the very instruments of the democratic method in what is perhaps the most perilous time in our history. Events today far surpass the training and ability of most of us to comprehend them without the aid of the best, the fullest, the quickest information sources. If the ability of the great news-gathering and disseminating organizations to do their job is impaired in any respect, and if information is unnecessarily or unwisely withheld from the American people, we as a people shall be left powerless to make decisions, to contribute towards a body of opinion that can be translated into public policy and then into action.

I am speaking, of course, particularly of the broad contributions that network television and radio are making to assure always an informed public. Most certainly I am aware of the creative ingenuity and enterprise of the newsmen in the stations throughout the country. The reporting job you are doing is exerting a positive and healthful influence upon your communities.

But for the job on which I am trying to focus your attention here, it is the network that is vital. True, our history in using television in this way covers little more than a decade. But in that time—under the pressure of one world crisis after another—we have evolved methods, built experience and put together world-wide organizations that have brought the world and its leaders into every American home.

As a result, the American people have not just learned of significant happenings. They have often been present as witnesses—in the case of the political conventions, for example.

The restless and precarious Middle East—long a cluster of political abstractions to the majority of Americans—has been translated by television journalism into specifics that can be recognized as forces capable of shaping the future of our whole world. I do not think I claim too much for broadcast journalism if I suggest that no distant and isolated event ever had such reality and immediacy for the American people as the Suez and Hungarian crises of a year ago seen through television.

Millions of Americans have watched—on such programs as *Meet The Press* and *Face The Nation*—the leaders of our time explain themselves and their policies. Through such living and vivid expositions as *See It Now's* "Great Billion Dollar Mail Case," millions of Americans have been shown—not merely told about—important and troubled areas of government.

Behind these growing efforts to construct a broader, more direct, more arresting informational broadcasting service—one constantly on the alert all over the world—we must have strong, economically sound broadcasting units. They must be national in their scope, international in their resources.

This is a function that only the nationwide networks are able to undertake.

To perform it we must have the personnel, the intricate technical equipment and processing methods, the disciplined and world-wide organization, the connective network of outlets across the country. And we must be able to draw from other broad-

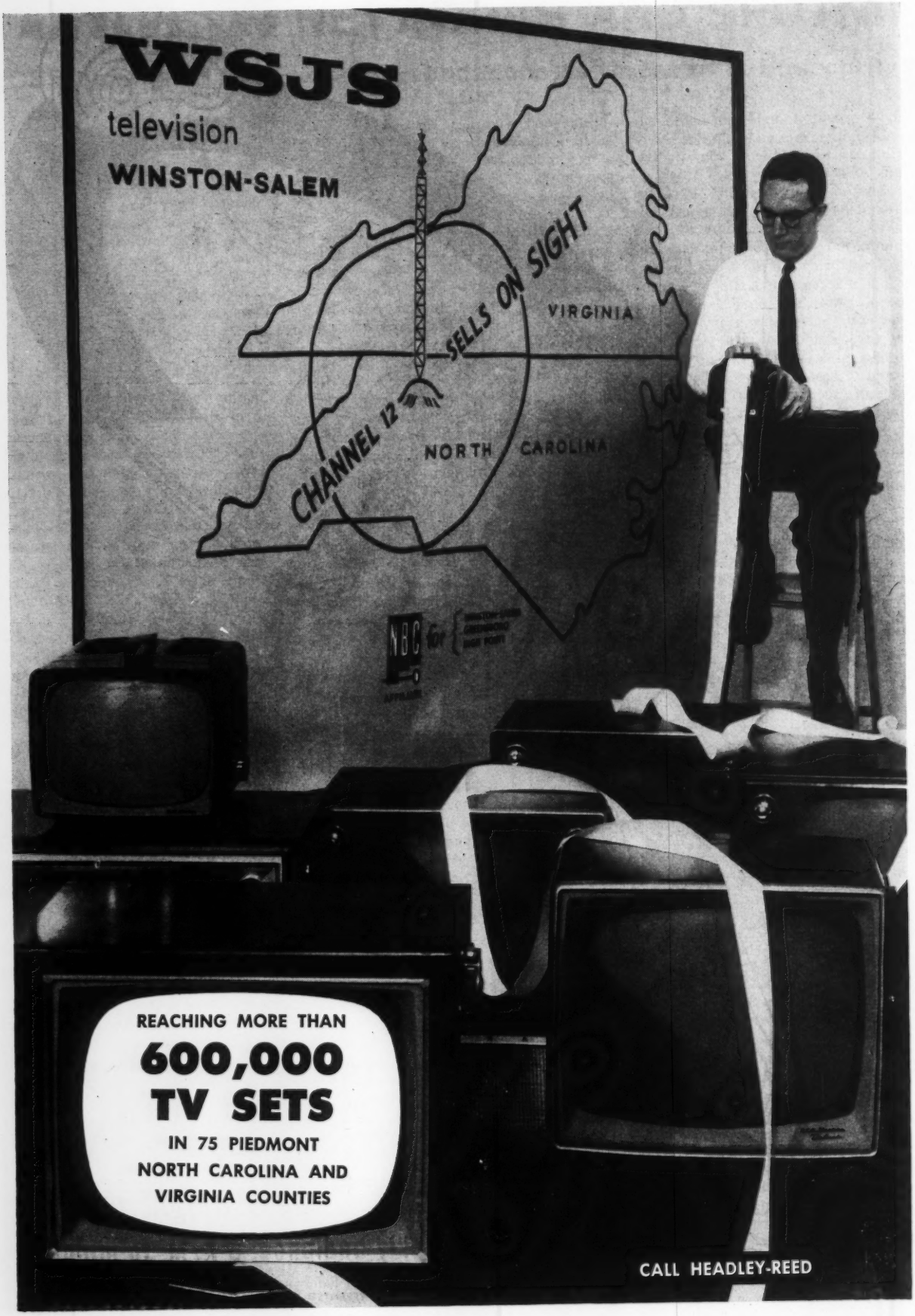
Folks
are
drawn
to

WWDC Radio

1st in Washington, D. C. *nine straight months
—in share of total weekly audience, 6 A. M. to midnight

*PULSE, January thru September

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY


WSJS
television
WINSTON-SALEM
SELLS ON SIGHT
VIRGINIA
CHANNEL 12
NORTH CAROLINA
NBC for
REACHING MORE THAN
600,000
TV SETS
IN 75 PIEDMONT
NORTH CAROLINA AND
VIRGINIA COUNTIES
CALL HEADLEY-REED

casting operations the money we need to do all this.

At stake is the necessity for short-cutting the trail to a thoroughly informed nation. Better and expanded network journalism can do the job by bringing to our people day by day a truer picture and a deeper understanding of the changing world. In an age of scientific determinism the whole issue of disarmament, for example, cannot be fully understood unless the scientific facts underlying the race for ultimate weapons—and the complexities of counter-measures—are also known and understood. To provide more people with scientific information in terms clearly understandable to them a new CBS Television program, *Conquest*, will go on the air Dec. 1. Produced in cooperation with the National Academy of Sciences and the American Assn. for the Advancement of Science, this program is an example of the complicated technical kind of broadcast journalism that can be done only through the resources of a network.

Yet at this very moment network broadcasting is facing the serious risk of precipitous actions that strike at the roots of its vitality.

The cumulative effect of the recommendations of the Barrow Report—whatever their intent—could so weaken networking that it would be economically impossible to sustain informational activities at the present level—let alone respond with better organization and better technical facilities to the new demands of a missile age.

To run this risk seems to me the blindest folly.

All of this must be made abundantly clear to the American people. Chip away at the basic economics of the commercial networks of free television, and no mathematical legerdemain is going to make multi-million-dollar news services possible. They own the airways. It is their future that is at stake. The risk is theirs.

Let me summarize. The realities of our time are putting an extreme strain on our democratic institutions. We are up to our necks in the dilemma of adjusting those institutions to meet the threat of dictatorship that has demonstrated it can move with speed and skill and boldness. The crux of that dilemma lies, to a great extent, in the gap between their inherently rapid decision-making process and our inherently slower one. We must narrow that gap. We can begin to do it only by strengthening and accelerating the first step—informing more people, faster, more effectively, more fully—day in and day out.

This requires a news-disseminating medium of technical speed, of expressive power, and of arresting immediacy. As the instrument for this purpose, we have no proved alternative to the present broadcasting structure, built up over more than a quarter of a century. We have demonstrable evidence of its ability and effectiveness.

This is your job and my job. If we fail in our responsibility to the American people, the decision-making start that dictatorships always have over democracies may be—in the lightning speed of today's events—not merely an initial advantage but a determining one.

CBS Inc. Net Income Up by $4.5 Million

Consolidated net income of CBS Inc. for the first nine months of 1957 rose to $13,898,171 from $9,368,073 for the same period of 1956, William S. Paley, board chairman, announced last week at a board meeting. It was pointed out the figures for 1957 are "abnormally high" because of financial adjustments resulting from the discontinuance of the CBS-Columbia Div., the set manufacturing unit.

Current earnings, Mr. Paley said, are equivalent to $1.82 per share, compared to $1.25 for the nine months of 1956. He noted figures for 1956 include provisions for expenses and losses attributable to the closing of CBS-Columbia. Per share earnings were calculated on the average number of shares—7,651,697 in 1957 and 7,490,438 in 1956—outstanding during the respective nine months' periods.

Net revenues and sales for the 1957 period were reported at $275,276,269 as against $256,379,847 for the nine months of 1956.

The board of directors declared a cash dividend of 25 cents per share on its Class A and Class B stock payable Dec. 13, 1957, to stockholders of record at the close of business Nov. 29. The board also declared a stock dividend of 3% on its present outstanding Class A and Class B shares. No fractional shares will be issued in connection with the stock dividend but stockholders will receive non-transferable order forms for their interest in fractional shares. The stock dividend will be paid on or about Dec. 27, 1957, to holders of record at the close of business Nov. 29.

	Nine Months Ended Sept. 28, 1957 (39 Weeks)	Sept. 29, 1956 (39 Weeks)
NET REVENUES AND SALES	$275,276,269	$256,379,847
Deduct:		
Operating expenses and cost of goods sold	$192,403,256	$187,511,114
Selling, general and administrative expenses	47,499,423	43,028,145
Provision for depreciation and amortization of fixed assets	4,383,331	4,981,726
	244,286,010	235,520,985
	30,990,259	20,858,862
Miscellaneous income, less miscellaneous deductions	*832,008*	*120,789*
Income before federal taxes on income	30,158,171	20,738,073
Provision for federal taxes on income	16,260,000	11,370,000
NET INCOME FOR PERIOD (Note 1)	$ 13,898,171	$ 9,368,073
Earnings per Share (Note 2)	$1.82	$1.25

Italics denote red figure

Notes:

1. As previously reported, the figures for 1956 include a provision, after applicable tax credits, of approximately 35 cents per share in connection with the discontinuance of the CBS-Columbia Division.

2. Earnings per share are calculated on the average number of shares, 7,651,697 in 1957 and 7,490,438 in 1956, outstanding during the respective nine month periods.

3. The 1957 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

November 13, 1957 — Samuel R. Dean, Treasurer

NBC-TV Sets One-Day Record For Sales on 'Tonight' Show

Seven advertisers reportedly placed more than $4 million in gross billings Nov. 8 on NBC-TV's participating *Tonight* program, marking what is claimed to be the largest amount of business recorded by the show in a single day, according to William R. Goodheart Jr., vice president, NBC-TV sales. Block Drug Co. and Bristol-Myers contracted for the largest single orders in the history of the network's late evening program, Mr. Goodheart said.

Block Drug, through Sullivan, Stauffer, Colwell & Bayles, New York, placed a total of 234 participations on *Tonight*, scheduled over 52 weeks starting Dec. 30. Bristol-Myers has ordered 208 participations over 52 weeks for Bufferin and 28 participations to run during the last quarter of this year for Ipana. Young & Rubicam is the agency.

Other advertisers now on *Tonight* with agencies in parentheses are: North American Philips Co. (C. J. LaRoche) for its Norelco Electric Shaver, has ordered 115 participations to run during spring and fall of next year; Harrison Labs. (Product Services) for its Ten Day Press-On Nail Color and Tuck Cellophane Tape, has ordered 42

participations starting immediately to run till Dec. 31; The Polaroid Corp. (Doyle Dane Bernbach) has ordered 40 additional participations beginning Jan. 6; Bymart Tintair (Product Services) has ordered 26 participations effective immediately; Webcor Inc. (John W. Shaw Adv.) has ordered 21 participations effective immediately.

$500,000 in Gross New Business Announced for Week by CBS Radio

New business and renewals amounting to about $500,000 in gross sales were announced last week by John Karol, vice president in charge of network sales for CBS Radio. Spotlighting the sales activity was the contract by American Home Products Corp., American Home Foods Div., New York, for 33 units of 7½ minutes on CBS Radio daytime dramas and five "Impact" segments, beginning today (Monday). The agency is Young & Rubicam.

Other new advertisers are Hearst Publications (*Good Housekeeping* magazine), which bought ten 7½-minute units of daytime shows between Nov. 19-21, and Hudson Vitamin Products Corp. and Cowles magazines, which signed for "Impact" segments. Renewal orders came from P. Lorillard Co. for weekly "Impact" segments for 13 weeks and Lewis-Howe Co. for a weekly "Impact" segment for 52 weeks.

WMRB Signs With CBS Radio

WMRB Greenville, S. C., has joined CBS Radio as a secondary affiliate, according to William A. Schudt Jr., CBS Radio vice president in charge of station relations. WMRB, which has been affiliated with American Broadcasting Network, reportedly will become a primary CBS supplementary affiliate Feb. 15, 1958. WQOK was the CBS affiliate in the Greenville market.

ABC-TV Affiliates to Meet For Progress Review, Planning

A meeting of all primary affiliates of ABC-TV has been called by Oliver Treyz, vice president in charge of the tv network, for Wednesday at the Blackstone Hotel in Chicago.

Mr. Treyz said the purpose is to review ABC-TV's progress to date and to reveal some of its plans for the future. He said it is not a "crisis" meeting but might produce some "exciting" news, presumably referring to undisclosed future plans.

He said he called the meeting because he thought it is timely to review with the affiliates developments to date and discuss some of the planning with them. If it had not been held now, he noted, the approach of the holiday season would probably have made it necessary to wait until January or February. The Wednesday date also ties in with Television Bureau of Advertising's annual meeting, set for Friday in Chicago.

A meeting of the ABC-TV Affiliates Board also is scheduled, according to Fred Houwink of WMAL-TV Washington, chairman of the group.

ABC-TV's delegation will be headed by Mr. Treyz and also will include James T. Aubrey Jr., programming and talent vice president; Thomas Moore, sales vice president; Mike Foster, press information and advertising vice president; Don Coyle, sales development and research vice president; Dean Linger, advertising and promotion director; Don Shaw, station clearances director, and possibly others.

The meeting will start at 9:30 a.m. in the Blackstone Ballroom.

CHARGES 'PRESSURE'

MBS commentator Fulton Lewis Jr. made an unusual "pitch" on his news program Nov. 8, asking listeners to round up "brave advertisers" for his show in areas where the broadcast is unsponsored. He charged "small minority groups" have "pressured advertisers" in some areas to drop his show because he is considered "controversial."

Special ABN Presentation To Feature New Live Format

The American Broadcasting Network will demonstrate its new live programming concept to advertiser, agency and station affiliate executives at the Hotel Plaza in New York Nov. 26 by means of a special half-hour program featuring the principal live entertainers now on the network [CLOSED CIRCUIT, Nov. 26].

Harold E. Fellows, president of NARTB, will open the session, at which Robert E. Eastman, ABN president, will be host. Headliners for the presentation will be Don McNeill, Herbert Oscar Anderson, Jim Reeves, Jim Backus, Merv Griffin, Bill Kemp and Johnny Pearson.

NETWORK SHORTS

CBS has leased six floors at 46 E. 52nd St., N. Y., new building now almost finished.

WHHM Memphis, Tenn., will become primary affiliate of American Broadcasting Network effective Sunday (Nov. 24).

Kitty Foyle, new daily dramatic series based on Christopher Morley's popular novel, will start on NBC-TV in January, replacing *Bride and Groom* (Mon.-Fri. 2:30-3 p.m.). The series will be Henry Jaffe Enterprises production with Charles Irving, executive producer.

KUMV-TV Williston, N. D., has signed with CBS-TV under Extended Market Plan as non-interconnected affiliate. Station is owned by Meyer Broadcasting Co.

WOWL-TV Florence, Ala., has joined CBS-TV as non-interconnected station under Extended Market Plan.

Keystone Broadcasting System announces it has signed five new affiliates: WJOI Florence, Ala.; WBIA Augusta, Ga.; KBCL Bossier City, La.; WARE Ware, Mass., and KERV Kerville, Tex.

WCGC Belmont, N. C., announces affiliation with Mutual. WCGC, which broadcasts in Charlotte, N. C., area, operates on 1270 kc with 500 w. Station, formed in 1954 and operated as independent station since then, is owned by Central Bcstg.

WCRT Birmingham, Ala., has signed as affiliate of American Broadcasting Network. WCRT, new station owned by Chapman Radio & Television Co., begins broadcasting with 1 kw on 1260 kc. It is ABN's 303rd affiliate to date.

COLGATE®

The Next 10 Days
Of Network Color Shows
(All Times EST)

CBS-TV

Nov. 11, 26 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Nov. 18-22, 25-27 (1:30-2:30 p.m.) *Howard Miller Show,* participating sponsors.

Nov. 18-22, 26, 27 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Nov. 18, 25 (7:30-8 p.m.) *The Price Is Right,* RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

Nov. 19 (8-9 p.m.) *The George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Nov. 20 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Nov. 21 (7:30-8 p.m.) *Tic Tac Dough,* RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Nov. 23 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Nov. 24 (6:30-7 p.m.) *My Friend Flicka,* sustaining.

Nov. 24 (8-9 p.m.) *Steve Allen Show,* participating sponsors.

Nov. 24 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Nov. 26 (7:30-9 p.m.) *The Pied Piper of Hamelin,* Liggett & Myers through McCann-Erickson.

Nov. 27 (8:30-10:30 p.m.) *Annie Get Your Gun,* Pontiac Div., General Motors Corp. through MacManus, John & Adams and Pepsi-Cola through Kenyon & Eckhardt.

You Can't Sell 'Em If You Don't Reach 'Em *and* WJAR-TV Reaches More Of 'Em in The Providence Market

SUMMARY DATA*

CALL LETTERS	TELEVISION HOMES	MONTHLY COVERAGE	WEEKLY COVERAGE
WJAR-TV	1,186,410	593,890	539,130
STATION B	706,140	448,390	430,370

*WJAR-TV Area Per NCS No. 2, 1956

WJAR-TV
CHANNEL 10, PROVIDENCE, R. I.
NBC abc

Represented by Edward Petry & Company, Inc.

Katz Agency Begins On Expansion Project

The Katz Agency, station representative, is expanding.

Involved are the election of three new vice presidents, a 50% increase in office space and the appointment of 20 more people to the sales staff by next March 15.

Elected to vice presidential posts: Daniel Denenholz, who is in charge of research-promotion; Morris S. Kellner, radio sales manager since 1952, who is in charge of radio sales, and Scott Donahue Jr., tv sales manager since 1952, who is in charge of tv sales. All three are company directors.

The Katz Agency moves to larger New York quarters March 1. The firm has signed a lease for 25,200 square feet on the 29th and 30th floors of a newly-constructed building at 666 Fifth Ave. Katz now is located at 477 Madison Ave.

The representative's current staff of 261—of which 162 are in New York—will be brought up to "at least" 280 by March 15.

DENENHOLZ KELLNER DONAHUE

According to Eugene Katz, president of the Katz Agency, the new growth will be necessary to maintain "comprehensive agency, advertiser and client servicing in the face of growing competitive requirements."

Mr. Denenholz, with the firm since 1931, supervises advertising, publicity, research and sales data activities; Mr. Kellner joined Katz in 1932, and Mr. Donahue was sales manager at WPIX (TV) New York before he moved to the Katz Agency in 1950. The client relations department continues to be in charge of Edward Codel, who is a vice president.

$100,000 in Religious Shows Canceled by New KABC Manager

KABC Los Angeles is dropping all of its commercial religious programming as of the first weekend in December. Seven network and eight local programs are affected, a total of seven hours, 55 minutes each week. The decision, entailing a loss of approximately $100,000 a year in station revenue, reportedly was made by John H. Pace, who on Dec. 1 becomes general manager of the ABN-owned outlet [STATIONS, Nov. 11]. Mr. Pace also is assuming responsibility for the operation of KGO, the ABN-owned radio station in San Francisco; it is believed probable the same no-commercial religious programming policy will be put into effect there.

KABC will continue to carry three religious programs as a public service and without payment. They are *Message of Israel, The Christian in Action* and *Pilgrimage*.

WKTX Announces Target Date

WKTX Atlantic Beach, Fla., has announced a Jan. 1 target date for completion of construction. The 1600 kc facility (1 kw, daytime) is owned by W. H. Adams Jr., owner of the Jacksonville Fishermen's Supply Co., and Mrs. Adams. Robert K. Lynch, station manager and formerly engineer with NBC and ABC, reports selection of the WKTX staff is underway. The station will specialize in music programmed to adult tastes.

Pearson Opens in Des Moines, Closes Office in Minneapolis

John E. Pearson Co. has opened an office in Des Moines, Iowa, in the Des Moines Building, it was announced last week by John E. Pearson, head of the station representative firm. At the same time the company closed its office in Minneapolis. According to Mr. Pearson, this move was planned to strengthen and consolidate sales efforts with both clients and agencies in Minneapolis, Des Moines, Omaha, Kansas City and Denver.

Frank Frost is to transfer from the Pearson office in Chicago to head the Des Moines office. Connie Connor also is moving from the Chicago office to assist Mr. Frost.

In another move to strengthen agency and client contacts in the Southwest, Ralph Widman, who has been with WFAA-TV Dallas, was named manager of the Dallas office effective immediately.

MR. FROST

MR. WIDMAN

DATELINES

Newsworthy News Coverage by Radio and Tv

PITTSBURGH—WJAS here spent 85 cents for toll charges and came up with a jetborne interview with Gen. Curtis LeMay during his record-breaking flight from Buenos Aires to Washington, D. C., Nov. 13. News Editor Herb Morrison of WJAS, a lieutenant colonel in the Air Force Reserve, called Andrews Air Force Base in Washington and was connected with the general's jet tanker while it was flying over Venezuela. Speeding toward its 6,325-mile record, the plane was doing 510 miles an hour against headwinds at the time of the interview.

SAN DIEGO—Those who appeared on the "People in the News" segment of *This Day* on KFMB-TV San Diego, Calif., Nov. 10, weren't in the news before their tv appearance. But they and the station had got nationwide coverage by the time of their second appearance Nov. 13. Richard Mikesell, professional hypnotist of San Diego, put housewife Billie Tatum in a trance on the 7:30 p.m. telecast Sunday. It was the beginning of a three-day experiment in teaching Spanish by hypnotic suggestion. After being exposed to recorded Spanish lessons at the hypnotist's offices for three days, Mrs. Tatum was brought back to take her place once more among "People in the News" on the Wednesday show. Quizzed by a Spanish interpreter, Mrs. Tatum was found to remember some of her subconscious teaching, but no conclusions about the experiment were drawn on the program. Harold Keen, moderator of the KFMB-TV program, later announced that "equal time" would be granted a professor of San Diego State College to comment on the hypnotic test.

CHICAGO—The 100,000th newscast in a 12-year series of hourly broadcasts by WIND Chicago, cooperating with the *Chicago Daily News*, was ticked off at 8 a.m. Nov. 14. Arthur Hall, general manager of the *Daily News*, and Ralph Atlass, general manager of the Westinghouse station, were on the milestone program, presided over by Bernie Allen, WIND's morning news editor, who has been with the station nine years. Mr. Atlass and Mr. Hall profiled growth of their outlets during their 12-year association and looked forward to its continuation.

WALKER TALKS

Former President Harry S. Truman was covered for the first time last week by a WRCA New York newsman with a walkie-talkie, and Mr. Truman expressed lively interest in the device. In New York for a visit, he was accompanied by a herd of newsmen on one of his early-morning "constitutionals," including Gabe Pressman, news director of WRCA-AM-TV New York. He noticed Mr. Pressman's walkie-talkie and asked what it was. Mr. Pressman explained the device and its functions, and Mr. Truman quipped: "Gosh, that's the first time I've been covered by one of those, though one time a man covered me while on roller skates." Mr. Pressman's coverage of the "constitutional" was carried live on WRCA's early-morning *Pulse* show.

You Might Swim 100 Yards in 48.9 Seconds—*

BUT . . . *YOU NEED WKZO RADIO TO SINK YOUR COMPETITION IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!*

6-COUNTY PULSE REPORT KALAMAZOO-BATTLE CREEK AREA—MARCH, 1957 SHARE OF AUDIENCE—MONDAY-FRIDAY			
	WKZO	Station "B"	Station "C"
6 A.M.-12 NOON	35	20	9
12 NOON-6 P.M.	30	21	10
6 P.M.-12 MIDNIGHT	29	21	10

WKZO makes the biggest radio splash in Kalamazoo-Battle Creek and Greater Western Michigan—and the Pulse figures at the left PROVE it!

***Many* of our most impressive ratings are for our local shows, with several giving up to a 41% Share of Audience. Let your Avery-Knodel man give you the whole story.**

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Robin Moore set this world's record in Stanford, California on May 19, 1956.*

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

WROD DAYTONA BEACH, FLA. • Sold to Radio of Daytona Inc. by John S. Murphy and James F. McDonough for $145,000. Radio Daytona comprises Morton Bassett, John Blair & Co. 80% and Mr. McDonough, 20%. Mr. McDonough remains in executive capacity. Station is 250 w on 1490 kc. Brokers: Allen Kander & Co. and Chapman Co.

WTAL TALLAHASSEE, FLA. • Sold to Victor Diehm and associates by John H. Phipps for $149,571. Mr. Diehm and group own WAZL-AM-FM-TV Hazleton, WHOL Allentown and WHLM Bloomsburg, all Pennsylvania; and WIDE Biddeford, Me. Mr. Phipps retains WTYS Marianna, Fla.; WKTG and WCTV (TV) Thomasville, Ga., and WPTV (TV) West Palm Beach, Fla. WTAL operates on 1270 kc with 5 kw and is affiliated with CBS. Broker: Chapman Co.

WCOS COLUMBIA, S. C. • Sold to George H. Buck Jr. by Charles Pittman for $107,500. Mr. Buck and father are majority owners of WJNO West Palm Beach, Fla. WCOS is on 1400 kc with 250 w. Broker: Chapman Co.

WGKV CHARLESTON, W. VA. • Sold to Joseph L. Brechner by Walter and Jacob Evans for $77,500. Mr. Brechner has an interest in WLOF-AM-FM-TV Orlando, Fla.; WERC Erie, Pa., and only recently sold interest in WGAY-AM-FM Silver Spring, Md. Station is 250 w on 1490 kc. Broker: Chapman Co.

KASI AMES, IOWA • Sold to Bill Evans, Chicago freelance radio announcer, by William Rupe, Hollis Nordyke and Arthur Skinner for $57,000. Station operates on 1430 kc with 1 kw daytime. Broker was Allen Kander & Co.

WOV NEW YORK, N. Y. • Morris S. Novik, 69% owner of 5-kw independent WOV New York (on 1280 kc) last week sought FCC permission to sell 19% of the station's common stock to minority stockholders Georgia L. Weil, wife of Ralph N. Weil, executive vice president-general manager, and Edna M. Hartley, wife of Arnold Hartley, programming vice president, for $7,600. The transaction is the result of an option held by the Weils and Hartley when the station was bought in August 1955 by Mr. Novik and associates to purchase up to 50% of the station at this figure. At the present time the Weils own 16.53% and the Hartleys, 14.46%. If approved by the FCC, the New York foreign-language station will be owned 50% by Mr. Novik and 50% by the Weils and Hartleys.

KUSN ST. JOSEPH, MO. • Sold to W. N. Schnepp and associates by J. D. Spears for $50,000. Mr. Schnepp is manager, KWMT (formerly KEOK) Fort Dodge, Iowa. Station is 1 kw daytime on 1270 kc. Broker: Blackburn & Co.

WMGE MADISON, GA. • Sold to Howard C. Gilreath and F. K. Graham by W. C. Woodall Jr. and others for $30,000. Mr. Gilreath owns WVOP Vidalia, Ga. WMGE is 1 kw daytime on 1250 kc. Broker: Chapman Co.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, *page 127.*

WTRY TROY, N. Y. • Sold to WTRY Broadcasting Corp. (Victor W. Knauth 76.1% and Daniel W. Kops 23.9%), by C. George Taylor, Robert T. Engles, Mowry Lowe and Kenneth M. Cooper of Tri-City Radio Inc. for $1,300,000. Mr. Knauth is president and 20% owner of WAVZ New Haven, Conn., and Mr. Kops is executive vice president. WTRY is on 980 kc with 5 kw.

WDLP-AM-FM PANAMA CITY, WCOA PENSACOLA, both FLA. • Sold to Dixie Radio Inc. (Denver T. Brannen 99.4% and others) for a total of $400,000 ($150,000 for WDLP-AM-FM, $250,000 for WCOA) by Perry Enterprises Inc. Mr. Brannen owns KCIL Houma, La. and WDEB Gulfport, Miss. WCOA is on 1370 kc with 5 kw. WDLP-AM is on 590 kc with 1 kw. WDLP-FM is on 98.9 mc. Both WDLP and WCOA are NBC affiliates.

WKIX-AM-FM RALEIGH, N. C. • Sold to Ted Oberfelder Broadcasting Co. Inc., (Theodore I. Oberfelder, Louis P. Randell, Norman R. Glenn, each 25%, and Leonard B. Frutkin and Benjamin N. Rippe, each 12.5%), by Sir Walter Television Co. for $167,925. Mr. Oberfelder is president, Burke Stewart Co., station representative; Messrs. Frutkin, Rippe and Randell are attorneys; Mr. Glenn is editor and publisher of *Sponsor* magazine. WKIX-AM is on 850 kc with 10 kw day, 5 kw night. WKIX-FM is on 96.1 mc. They are affiliated with ABC and MBS.

WHFI (FM) NEWARK, N. J. • Sold to DuMont Broadcasting Corp. (licensee of WTTG [TV] Washington, D. C., WABD [TV] New York and WNEW New York) by Fidelity Radio Corp. for $40,000. Comrs. Bartley and Ford voted for a McFarland letter on the application. WHFI (FM) is on 102.7 mc.

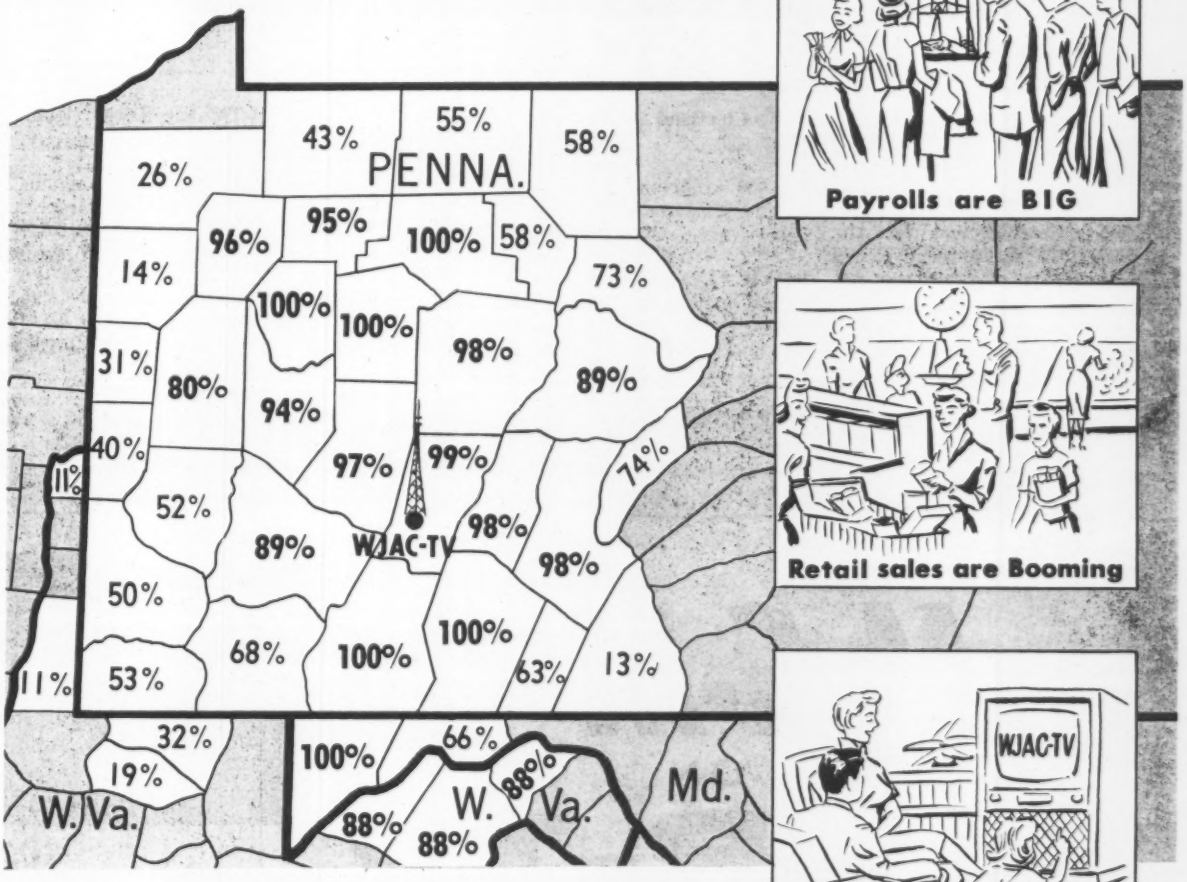
Box Appointment as Exec. V. P. Of Balaban Stations Announced

Appointment of John F. Box Jr. as executive vice president in charge of the Balaban radio stations was announced Wednesday by President Elmer Balaban. Mr. Box, since 1954 executive vice president of Bartell stations and currently general manager of Bartell's WILD Boston, also becomes managing director of Balaban's WIL St. Louis, where he will headquarter. Balaban also owns WRIT Milwaukee and has interests in KFBI Wichita, WTVO (TV) Rockford, and WICS-TV Springfield, both Illinois.

MR. BOX

SALES strategy was outlined for station managers and sales chiefs by Gordon F. Hayes, general manager of CBS Radio Spot Sales, at a special day-long meeting last week. Mr. Hayes reported that during the first nine months of 1957 the representation firm did business with 809 accounts, compared to 300 in 1947. Of the 1957 total, 359 were new accounts. With him on the dais are (l to r): Sam Slate, general manager of WCBS, who outlined his station's new programming pattern; Edward O'Berst, research director of CBS Radio Spot Sales, and Jules Dundes, vice president in charge of station administration, CBS Radio. Other speakers (not shown) were Joseph Connolly, vice president in charge of programming, WCAU Philadelphia; sales managers of CBS Radio Spot Sales' seven offices throughout the country, and Fred Heywood, sales promotion manager of CBS Radio Spot Sales.

People are busy in Southwestern Pennsylvania



Payrolls are BIG

Retail sales are Booming

but not too busy to watch

More than a MILLION TV HOMES in this rich marketing area, and only WJAC-TV, which reaches into 63% of these TV homes, gives you maximum coverage. In its 41-county territory, WJAC-TV reaches 80% to 100% in 20 key counties.* You just can't blanket Pennsylvania without including WJAC-TV, the dominant force in the Keystone State's third TV Market!

*Nielson Coverage Services—Report No. 2 (monthly coverage percentages)

Ask your KATZ man for full details.

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

CORRUGATED board solved a sound problem for WRCA-TV Philadelphia, on location in an office where floors and wall were not equipped with acoustic cushioning. Lengths of corrugated board, provided by Samuel M. Langston Co., Camden, N. J., successfully cut reverberation for the filmed interview with David H. Harshaw, president of John B. Stetson Co., Philadelphia hatter. The sequence is part of a series of interviews with industrial leaders in connection with the NBC Know-Your-Schools campaign. Camera crew was provided by Photo-Arts Productions Inc., Philadelphia.

STATION SHORTS

WGN Chicago reports that it is donating 30-year library of musical arrangements to U. of Illinois for use in its division of university extension in teaching and research. Library comprises 30,000 musical pieces and will remain available to WGN for broadcast purposes.

WICC Bridgeport, Conn., announces October topped same month last year in national advertising by more than 25%, with local sales ahead 10%. Through Oct. 31, year's national business ran 15% above first 10 months of 1956.

KYW Cleveland announces issuance of Rate Card No. 11.

WEAM Arlington, Va., reports it is now on fulltime broadcast schedule, programming 24 hours a day.

KOVR (TV) Stockton, Calif., announces switch of transmitting operations from Mt. Diablo to Butte Mountain. New transmitter will boost ERP from 1.5 kw to 316 kw via its new 399-foot tower.

WRCA-TV New York reports October gross sales surpassed same month 1956 by approximately 20%.

KFMB-AM-TV San Diego appoints Tea-well & Shoemaker Inc., same city.

WRAL-TV Raleigh, N. C., appoints Bennett Adv. Inc., same city, local representative.

REPRESENTATIVE APPOINTMENTS

WAGM-AM-TV Presque Isle and **WABM Houlton,** both **Maine,** appoint Kettell-Carter as their New England sales representative.

KOSA-TV Odessa, Tex., appoints Bolling Co.

Thoms Radio-Tv Enterprises appoints Broadcast Time Sales, N. Y.

Complete M-G-M Library
NOW ON
WAKR-TV
AKRON, OHIO
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Wasn't Trafficking, Rounsaville Tells FCC

A profit of about $200,000, before taxes, realized in the sale of nine stations since 1941, does not constitute "trafficking" and "does not even approach the capital gains involved in many single station sales."

Such was part of a sworn statement filed with the FCC last week in behalf of Robert W. Rounsaville, multiple station owner, in reply to a Commission complaint which said his latest station sale and purchase negotiations raise serious question of "trafficking" [GOVERNMENT, Oct. 28]. Mr. Rounsaville added that he has never sold a radio property for capital gain, but rather to gain a foothold in one of the big markets while still complying with the multiple ownership rules, to dispose of one in financial distress or for other legitimate business reasons.

The FCC has displayed concern over what it describes as Mr. Rounsaville's sale of interests in eight radio stations and acquisition of others since 1944. But Mr. Rounsaville replied that "the seven stations which (he) now owns, have been owned by him for an aggregate period of approximately 28 years."

As noted, the issue here arose when the multiple broadcaster last August filed applications with the Commission to sell WOBS Jacksonville, Fla., for $500,000 (he said he is likely to have capital gains of only $240,000 after a 13-year period of payments), and to buy WMRY New Orleans for $250,000.

Four commissioners voted to send him a McFarland letter indicating that neither of the two applications can be granted without a hearing. Observers believe these latest station sale and purchase transactions have been singled out for a possible test case. It is the first time in post-war years that the FCC has raised the out-and-out question of trafficking on the part of a multiple owner.

Part of Mr. Rounsaville's reply included lengthy documentation of what he said has clearly been a public service to most of the communities involved. He noted that most of his programming has been designed to suit the tastes and interests of Negro audiences in the absence of stations which do not devote their entire format to Negroes.

Fm's Place in Radio Spectrum Spelled Out by Fm Broadcasters

Fm's place in the radio spectrum was spelled out last week by Fm Broadcasters, a group of 150 fm stations, in comments filed in the FCC's current study of the 25-890 mc area of the radio spectrum.

The organization said there were 539 fm stations on the air as of Oct. 31, representing an investment of at least $25 million. It also declared there were 12 million receivers in the hands of the public, representing a minimum investment of $500 million. It pointed to recent fm activity in New York and Los Angeles, where applicants for fm channels were required to undergo comparative hearings, and to the 85 applica-

Four stations priced right

NEW ENGLAND

Massachusetts single station market. 250 w. full time in manufacturing city of 17,000. Last 12 months gross —$93,165. Owner will take $109,000 with 29 pct. down. Real opportunity for aggressive resident management.

MIDDLE ATLANTIC

1000 w. daytime monopoly in thriving city of 10,000. Will gross close to $70,000 this year with good earnings record. Price $75,000 with $25,000 down.

MID-WEST

1000 w. daytime in solid city of 35,000. Grossing at rate of $115,000. Price of $150,000 includes transmitter and seven acre site, plus $9,000 in net quick. Excellent equipment. $45,000 down.

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tions pending for fm stations at the end of October.

The group noted that in 1945, when the FCC moved fm to its present 88-108 mc location in the spectrum, it did so after long and intensive consideration of the best space for the then new method of broadcasting. The organization asked also that the FCC maintain present engineering standards.

Fm Broadcasters, founded about a year ago, is run by a steering committee comprising Ben Strouse, WWDC-FM Washington, D. C.; Edward Wheeler, WEAW-FM Evanston, Ill.; Calvin Smith, KFAC-FM Los Angeles; Merrill Lindsey, WSOY-FM Decatur, Ill., and Gardner Greene, Browning Labs., Cambridge, Mass. Leonard H. Marks, Washington attorney, is counsel for Fm Broadcasters.

Deadline for comments on the 25-890 mc study is Nov. 25.

California Committee on Crime Commends Radio for 'Discipline'

Radio alone among the mass media of communication wins praise for acceptance of responsibility for the effect of its programs on juveniles and for its self-discipline, according to the Citizens' Advisory Committee to the Attorney General of California on Crime Prevention.

A slate of 31 recommendations by the committee, submitted to the attorney general following a study of juvenile violence throughout California, discusses radio, tv, motion pictures, newspapers and comic books, in addition to homes, schools, courts and other public agencies. Regarding radio, the committee comments:

"While radio cannot be said to be completely free from harmful influences, the radio industry has, over a period of years, been facing its responsibility to eliminate undesirable programs and has demonstrated that an agency of mass media can effectively discipline itself."

Films, both in theatres and on tv, "are increasingly concentrating on what can only be described as education in crime . . . Tv has a greater obligation to the public to maintain high standards because of its access to millions of homes. While the industry indicates its intention to meet this obligation, this committee believes that the number of hours devoted to serious crime, aggressive behavior and over-emphasis on sex creates grave doubt that they are in fact doing so."

The report urges newspapers to "handle crime statistics with greater caution and avoid sensationalism in reporting juvenile offenses." It charges that "too many comic books, to a far greater degree than comic strips in the press, over-emphasize brutality, aggression and other undesirable forms of behavior."

The committee recommends "no legislation or censorship" for mass media but asks the attorney general to urge the state legislature to appoint a committee to study the effect of mass media on crimes of juvenile violence.

WIDE WIDE WHIRL

A 500-mile-high astronomical space platform, carrying a giant 36-inch telescope whose pictures would be transmitted to earth via television, is one of the projects in the early planning stages by the Navy.

Tentatively scheduled for launching in about four years, the $500,000, one-ton platform would circle the earth once every 90 minutes with its telescope peering out into the galaxy. It would have a life of 20 years, it was estimated. Attached to the eyepiece would be a standard vidicon camera modified for 1,000-line definition, which would feed into a transmitter for direct broadcast to astronomers on earth. Not yet determined is the power or wavelengths to be used for this tv function, but Navy and industry scientists have indicated that regular, commercial equipment would be used. Power would be gained through solar batteries, it was explained. The telescope would be electronically focused from earth.

The Navy's plans were made known by Dr. Martin Spitzer, professor of astronomy at Princeton U. Dr. Spitzer is chief adviser on astronomic problems to the Office of Naval Research. Dr. Spitzer also disclosed that film cameras have been used in 83,000-foot balloon flights in recent months. Getting a telescope this far above the earth's atmosphere has resulted in clearer views of the sun and stars, Dr. Spitzer explained.

Radio-Tv Columnist Sentenced; She's Released Pending Appeal

Radio-tv columnist Marie Torre of the *New York Herald-Tribune* Tuesday was held in criminal contempt of court and sentenced by U. S. District Judge Sylvester J. Ryan to 10 days in jail. Miss Torre, however, a witness in the $1.4 million libel and breach of contract suit filed by actress Judy Garland against CBS Inc., was released in her own recognizance pending determination of appeal.

Miss Torre earlier had been asked by the court to name the unidentified CBS "source" who, according to the complaint filed by Hess, Mela, Segall, Popkin & Guterman, Miss Garland's counsel, allegedly had made disparaging remarks about the star. When Miss Torre declined on constitutional grounds, the court served a show-cause order on the columnist. Miss Torre again refused. Her quotation from the CBS executive ran in a Jan. 10, 1957, column in part about Miss Garland's proposed CBS-TV spectacular which never came off.

The columnist's counsel, Cahill, Gordon, Reindel & Ohl, Tuesday filed an appeal with the second Circuit Appellate Court in New York. Sheldon Oliensis of CGR&O said he and his associate, Mathias F. Correa, are prepared to take the appeal to the U. S. Supreme Court, if necessary, to establish once and for all whether a reporter can be forced to identify confidential sources. The law firm argues that if Miss Torre is compelled to name her source, it not only would be an encroachment on the press but also a "possible interment of the right of the public to read all the news."

Lionel Popkin, Miss Garland's attorney, said that if Miss Torre is sustained, his associates will be prepared to call to the stand "all CBS chief executives" and "confront them" with Miss Torre.

The appeal probably will not be returned until early next year.

Movies or No, It's Pay Tv At Bartlesville, Says Langer

Sen. William Langer (R-N. D.) doesn't care what Henry Griffing, president of Video Independent Theatres Inc., calls his method of distributing motion pictures to televiewers—it's pay tv to the senator, and he's against it.

In a Nov. 13 letter to Mr. Griffing, Sen. Langer said Telemovies, which is what Video Independent terms its movie distribution system, is the same as any other form of subscription tv and he is going to introduce a bill in Congress in January to prohibit any form of toll tv, off-the-air or wired. Sen. Langer's letter was in response to a communication from Mr. Griffing last month explaining the difference between toll tv and Telemovies [SPECIAL REPORT, Nov. 4]. The North Dakotan said:

"I wish to assure you that I am fully aware of the various forms of pay-as-you-see television, be it toll television, Telemovies, or whatever name you wish to give it. The important thing in my mind is that the public will have to pay under any method of transmitting programs through television sets. Telemovies, as you call it, can be wired or wireless and can be expanded to include tele-boxing, tele-baseball, tele-grand opera, tele-musicals, and on and on until programming to be transmitted to free television will be impaired and the television public will be damaged."

Hearing May Be Necessary On WTVQ (TV) Sale, Says FCC

Loren Berry and Ronald B. Woodyard, who more than four years ago filed for FCC approval of the sale of ch. 47 WTVQ (TV) Pittsburgh to Edward Lamb, last week were notified by an FCC McFarland letter that a hearing may be necessary on the sale.

In the letter, the FCC said the permittee's principal reason for not proceeding with construction of the station (awaiting FCC action on the transfer) does not meet requirements of the Communications Act. Any delay in constructing WTVQ has been due to a voluntary decision, FCC said.

Sale of WTVQ for $5,000 to Mr. Lamb was filed at the FCC July 22, 1953. The station, which was granted in 1952, has never been on the air.

A second McFarland letter informed Storer Broadcasting Co. that its application for modification of the construction permit of WSPD-TV Toledo, Ohio, appears to necessitate a hearing. This is indicated, the Commission said, because the proposed modifications would make the Grade A contour of WSPD-TV overlap substantially

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*Statistics compiled through October 1, 1957, from 5 KW sales records maintained by Gates, which are assumed to be accurate.

Stations purchasing Gates BC-5P in 1957 include:

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with the signal of Storer's WJBK-TV Detroit.

WSPD-TV has requested a transmitter site 6½ miles northeast of Toledo and an increase in antenna height from 510 to 1,000 feet, with a power of 316 kw.

Government Lifts Prohibition On Photos in Federal Buildings

The General Services Administration has removed restrictions on taking news photographs in public areas of federal buildings, Rep. John E. Moss (D-Calif.), chairman of the House Government Information Subcommittee, announced last week. The new GSA order, signed by Administrator Franklin G. Floete, states:

"News photographers may, without prior permission, take any pictures they desire in public space controlled by the General Services Administration, in single or multiple occupancy public buildings, except where applicable security regulations or a federal court order or rule prohibits such photography."

GSA is the government agency charged with ownership and maintenance of federal buildings.

In announcing the new order in a letter to Rep. John Bell Williams (D-Miss.), who had registered a protest with the subcommittee against the camera ban, Rep. Moss said his subcommittee had asked Mr. Floete to make sure that "unjustifiable restrictions would not be placed on photographic access . . ." to federal buildings. "The people have the same right of photographic access to information as they have to information gathered by pad and pencil reporters," Rep. Moss pointed out.

The rescinded order required that "permission of the GSA building superintendent or custodian must be obtained to take photographs" in all corridors, lobbies and other sections of federal buildings. Photographers then could take pictures only "of murals or historic or other features" of federal buildings, according to Mr. Floete.

KBET-TV Modification Grant Set for Hearing by FCC

The FCC last week set for hearing its Dec. 9, 1954, action granting KBET-TV Sacramento, Calif., a modification of its construction permit. The action complied with a mandate by the U. S. Appeals Court in Washington, D. C.

The modification had been protested by McClatchy Broadcasting Co. (KFBK Sacramento), losing applicant for the ch. 10 facility held by KBET-TV. The case, with a long history of litigation, has been before the courts—and the FCC—several times since KBET-TV received the ch. 10 grant in October 1954. This grant was upheld by the appeals court early in 1956 [GOVERNMENT, Jan. 30, 1956].

The FCC approved the KBET-TV application to move its transmitter site and decrease antenna height less than 60 days after the original grant. McClatchy appealed this action and asked for a hearing which was denied by the FCC on the ground McClatchy had no further standing in the case. The losing applicant then appealed again to the court, charging that the modification constituted a fraud.

On this appeal, the court ruled in favor of McClatchy and returned the case to the FCC [GOVERNMENT, Oct. 22, 1956]. As a result, the Commission last week scheduled a hearing on the KBET-TV modification to determine, among other things, if KBET-TV and/or its president, William P. Wright, made false representations to the FCC. McClatchy was made a party to the proceedings.

In the same order which set the case for hearing, the FCC denied a second McClatchy request that the modification grant be stayed pending a final disposition of the case.

FCC Sets New England Trip To Inspect Uhf Operations

A field inspection trip of uhf operations in New England is scheduled by the FCC this Friday.

Sponsored by the uhf Committee for Competitive Television, five FCC commissioners plus top staff members will inspect ch. 22 WWLP (TV) Springfield, Mass., its satellite ch. 32 WRLP (TV) Greenfield, Mass., and its ch. 79 translator in Claremont, N. H. WWLP also holds construction permits for translators in Lebanon, N. H. (ch. 81), which includes Hanover, N. H., and White River Junction, Vt., and in Newport, N. H. (ch. 71).

Scheduled to participate in the 24-hour flying trip are FCC Chairman John C. Doerfer and Comrs. Frederick W. Ford, Richard A. Mack, Robert T. Bartley and Rosel H. Hyde. Among staff executives are Harold G. Cowgill, Broadcast Bureau chief, and Mary Jane Morris, FCC secretary. Also among the guests are Dr. George W. Town, executive director, Television Allocations Study Organization, and Nicholas Zapple, professional staff member (communications) of the Senate Commerce Committee.

FM Unlimited Favors Retention Of FCC Multiplex Requirement

FCC was asked Thursday to deny WPEN-FM Philadelphia's petition for deletion of a Commission rule requiring fm stations engaged in functional music to convert to multiplex by Jan. 1 [GOVERNMENT, Nov. 4].

Filed in the form of an "open letter" to the FCC by FM Unlimited Inc., Chicago, sales and promotion representative firm for 30 fm outlets, the petition also asked for a re-examination "of the entire fm picture," because of the multiplexing situation and the interest of non-broadcast services in "all or part" of the fm band. It was signed by Charles Kline, FM Unlimited president, and sent to individual commissioners.

The petition represented an all-out attack on background music operators, who were charged with feeling "they are responsible for the success of fm." It claimed the WPEN-FM petition poses a battle-line between "genuine broadcast service for the public" and the "use of fm channels for specialized services not intended for the public."

WPEN-FM had claimed that, unless the FCC rule is deleted, fm stations will be unable to continue operation.

RTDG-NABET Dispute at NBC Goes to Mediator George Meany

The Radio & Television Directors Guild and the National Assn. of Broadcast Employes & Technicians had until last Friday to submit various memoranda to arbitrator George Meany, president of the AFL-CIO, to support their respective positions on their dispute governing instructions to technical crews working on NEC-TV programs [AT DEADLINE, PERSONNEL RELATIONS, Nov. 11].

Both unions indicated they would have their briefs in Mr. Meany's hands by the deadline and have pledged to abide by the outcome of arbitration. At a meeting with the unions on Tuesday, Mr. Meany said a decision would be issued "shortly" after he received the memoranda.

The dispute began the weekend of Nov. 1-2 when RTDG decided to implement a right it claims it has in its contract to give instructions on programs directly to NABET crewmen without liaison with NABET technical directors. By tradition, for more than 10 years, directors had operated through technical directors at NBC-TV. On Nov. 8, RTDG personnel walked off NBC-TV programs, charging a "lockout" because the network asked directors to operate under the conventional system. The following day, an agreement was reached to submit the dispute to arbitration and to continue the traditional system of operation until the arbitrator's decision is announced.

Chicago AFM Local Nominates Petrillo for New Five-Year Term

James C. Petrillo was a shoo-in last week for a new five-year term as president of the American Federation of Musicians Local 10, Chicago, starting next Jan. 14.

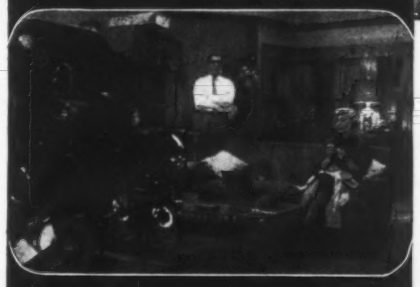
Approximately 300 of Local 10's 12,000 members attended a meeting for nomination of officers. Mr. Petrillo, who has been president of the AFL-CIO American Federation of Musicians 17 years, was renominated Wednesday without opposition with his election a mere formality.

Mr. Petrillo disclosed he makes $20,000 a year as head of the parent musicians union and $26,000 as head of Local 10. He said he favors regulation for proper control of international and local union treasuries to "prevent misuse of dues." Mr. Petrillo, vice president of the AFL-CIO, also favors other corrective labor laws, including proposed legislation on pension and welfare funds.

WCKY Charges Secondary Boycott

Unfair labor charges have been filed by WCKY Cincinnati against the American Federation of Television & Radio Artists and its Cincinnati local, according to the National Labor Relations Board. The station charges AFTRA is causing a secondary boycott through transcription firms which service WCKY. Seven announcers, members of AFTRA, have been on strike since Aug. 28. Earlier, the union filed an unfair labor charge against the station but withdrew it Sept. 18.

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live-show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

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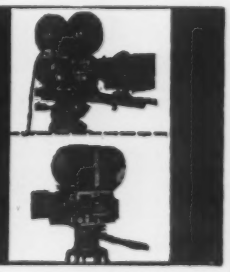

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TLR-6 delivers 1 full watt output. Heavy duty power supply insures outstanding operational reliability in continuous unattended service.

Philco TLR-6 provides S-T-L relaying in the 5900 to 7400 mc bands. All components mount in standard 19″ racks. Unitized circuit construction simplifies maintenance. Built-in test and metering circuits in the new TLR-6 equipment assure uninterrupted service at all times.

Here is reliability of performance unaffected by severe weather, free from the many limitations of wire and pole lines, unhampered by problems of difficult terrain, over-water transmission or expensive rights-of-way.

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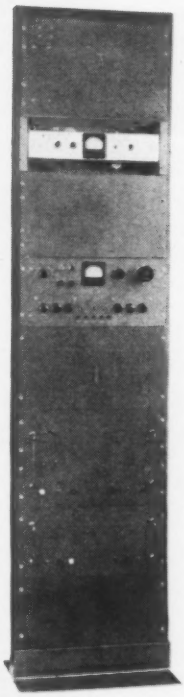
- Field proven in extended multi-hop applications
- *True* repeater permits top quality, long haul operation
- Highest power in the industry
- Full voice channel multiplexing
- Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance



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Sullivan Develops New Strategy As Warner Notes Trendex Score

As an obvious pitch for a bigger share of the youthful audience, CBS-TV's *Ed Sullivan Show* (Sun., 8-9 p.m. EST) last week announced it has signed "a host of singing stars whose recordings have captured the interests of the nation's youth" for appearance during the first half-hour of each program. Artists include Sam Cooke ("You Send Me"); Eberly Brothers ("Wake Up Little Susie") and the Rays ("Silhouette") among others.

The Sullivan announcement came as Warner Bros. announced that its western *Maverick* on ABC-TV in the same period had "won a stunning double victory over both the Ed Sullivan and Steve Allen shows (NBC) in the weekly Sunday evening Trendex battle." Warner Bros. said *Maverick* hit 22.1, Sullivan 16.7 and Allen 13.8 Nov. 10. Warner boasted *Maverick* achieved in eight weeks on the air "what no other show has been able to accomplish in almost nine years."

KYW-TV Marches for MGM Movie

A live lion was used to lead a street parade in Cleveland honoring the MGM film, "Thirty Second Over Tokyo" shown on KYW-TV Cleveland Nov. 6. The Civil Air Patrol gave a display of precision marching, while CAP aircraft flew overhead. Also in the parade through the city were an Air Force color guard and vehicles, a bevy of models in 1958 convertible cars, an MGM float, drum majorettes and an Irish wolfhound. The commander of Cleveland's Air Force Recruiting Office presented a certificate of merit to KYW-TV for showing the film about the Air Force.

KPHO-TV Promotes With Twins

Identical twin girls appeared on behalf of KPHO-TV Phoenix at the opening of the Arizona State Fair Nov. 2. The 17-year-old brunettes distributed bright green lollipops imprinted with the station's "Channel 5" as they toured the fairgrounds. The girls wore short white flared costumes trimmed with green "5's" and carried banners identifying them as the "KPHO-TV Twins."

ABN Runs Affiliates Contest

American Broadcasting Network last week circulated a plea for promotional ideas to ABN affiliates in the form of a contest. Each month ABN promotions and exploitations department will award $25 to the promotion director submitting the "best promotion or exploitation idea of the month." Contest will be repeated each month with winning ideas being circulated among other affiliates. Entries will cover station promotion, personality promotion, merchandising tie-ins, stunts and gimmicks.

Romeo & Juliet Opinion Asked

WTIC-TV Hartford, Conn., presented J. Arthur Rank's 2-hour, 20-minute "Romeo and Juliet" film without cuts Nov. 3. The station undertook this so students of Shakespeare could see the film in its entirety. The station circularized colleges and secondary schools inviting faculty and students to render individual critiques of the movie to assist in formulating future program concepts.

The House That WOOD-TV Built

For four months viewers of WOOD-TV Grand Rapids, Mich., have been watching progress of its building plan. The promotion was designed to familiarize the public with the "Flexibilt" homes the station has been constructing at Lansing, Mich. Viewers saw the houses grow from one-bedroom dwellings to homes with 3-4 bedrooms via remote telecasts and daily five-minute film reports. More than 20,000 visitors have been attracted to the building site. The WOOD-TV houses also were built in Muskegon and Grand Rapids.

WRBL-TV Tells 10th About Home

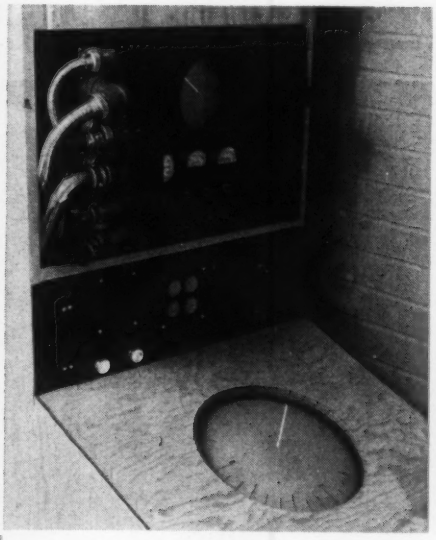
The Army's 10th Infantry Division, now stationed in Germany, is slated for assignment to Fort Benning, Ga., so nearby WRBL-TV Columbus has sent Rozell Fabiani, its women's director, to Germany to give the 10th Division a view of the area to be their new home. She will show a film, prepared by WRBL-TV showing Columbus areas of interest to the military man and his family such as recreational facilities, schools, churches shopping centers, housing and other places. Upon returning, she will present similar information to personnel of the 3rd Division prior to its replacement of the 10th in Germany.

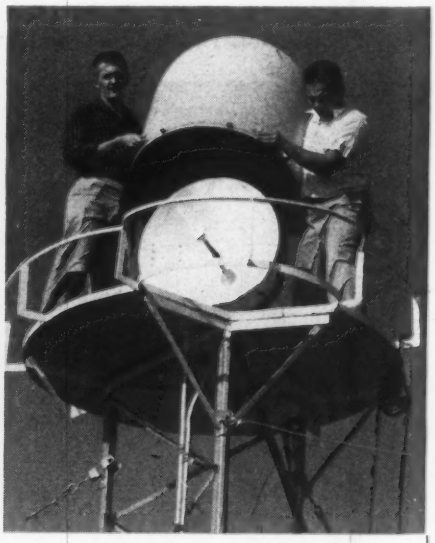
KOBY and KITE Air Space News

KOBY San Francisco and KITE San Antonio have instituted newscasts solely devoted to space news. KOBY's is produced by its news staff with special material from the Stanford U. News Service, the American Rocket Society and AP. Both the station's *Spacecasts* include: recordings from satellites, answers to listeners' question and news on developments of man's exploration of the universe. KOBY's *Spacecast* is aired at 7:55 a.m. and KITE's at 5:33 p.m. seven days a week.

'Educated Man' in Three Lessons

The Educated Man, a three-program tv series which raises the question, "What is an educated man?" has been produced by Columbia U. and the Metropolitan educational Tv Assn., for telecasting on *Meta Presents* (WPIX [TV] New York Nov. 12, 19, and 26, 11:30-12 noon). Two Columbia U. professors, Charles Frankle, department of philosophy, and Quentin Anderson, department of English, will participate in the three programs, discussing theories and ideas, past and present, that "dominate our thinking about the educated man."





KICD Spencer, Iowa, is doing something about the weather. The station has installed its own radar equipment to keep listeners within a radius of 60 miles informed of the movement of violent weather.

The set is surplus naval equipment modified for stationary use, with a larger radar scope installed. AT LEFT, the console has original equipment receiving bay with radar scope above; below, engineer-added controls, remote panel and larger radar scope. The latter spreads details of the received "pips" over a larger area for better interpretation and easier correlation with maps. AT RIGHT, Chief Engineer Eldon Kagano (l) and assistant engineer Verne LaBrayere, who installed the set, boost the "blister" to show "dish" sending-receving antennas. These are mounted atop a 50-foot tower.

KICD decided to install the radar after tornadoes swept the county last June. The station has been running practice tracks since last month, checking rain predictions with the U. S. Weather Bureau at Sioux Falls and through listeners in the areas checked who call in to verify the prediction. In this way, KICD personnel expect to be "on the beam" when more violent weather hits in spring and summer.

Symbol

We rather like this photo of our Floyd Conn . . . we think it's symbolic.

Here Floyd, who is a Western Electric installer, is soldering telephone cable in a new Bell central office . . . helping install dial switching equipment made at our factories. And the connection he makes symbolizes the close bond that exists between ourselves and Bell telephone communities—including yours – through telephone service.

Each month, Western Electric installers are busy on about 4,000 separate jobs in over 500 cities and towns across the country . . . making additions, modifying equipment, changing manual switching equipment to dial service – to mention a few. By working closely with Bell telephone companies – as we have now for 75 years as the manufacturing and supply unit of the Bell System – we become part of the community's Bell telephone service.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

NOW TOPS
82 MAJOR
TV MARKETS
WITH
30.4
SETS-IN-USE
SCORE!

Illinois' No. 1 market, outside Chicago, is prosperous Peoria area—where your TV commercials have greater impact than in New York, Los Angeles, Philadelphia, St. Louis or 78 other big TV market areas! Sets-in-use actually average 30.4% — sign-on to sign-off—one of the nation's most phenomenal ratings! (ARB Jan., Feb., Mar., '57)

And in this No. 1 market, there's a No. 1 station—with the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ratings:

	AVERAGE RATINGS		QUARTER-HOUR DOMINATION	
	WTVH	Station B	WTVH	Station B
Morning	9.1	7.2	71	38
Afternoon	12.1	11.2	87	75
Evening	30.1	21.5	133	33

(ARB 3/57)

abc
WTVH
CHANNEL 19
PEORIA, ILLINOIS
affiliated with PEORIA JOURNAL STAR
EDW. PETRY & CO.
NATIONAL REPS.

ALL FIVE Columbia radio stations (WCOS, WIS, WNOK, WMSC and WOIC) cooperated in the city's "Million Dollar Days" promotion, during South Carolina Fair Week. The governor and the mayor of Columbia attended the occasion which is built around the U. of South Carolina vs. Clemson College football game. The local Chamber of Commerce retained Tom Daisley Advertising Agency to plan and coordinate the outdoor and radio phase of the promotion. The agency used a saturation spot campaign in which 625 announcements were made for the 62 merchants participating in the Fair Week promotion. Pictured at an agency-station planning meeting are (l to r): W. H. Mende, assistant manager, WOIC; Betty Blair, account executive, TD Adv.; Tom Daisley, president, TD Adv.; Gerry Quick, sales manager, WNOK; (standing): Hub Terry, sales manager, WCOS; James H. Whitaker, sales manager, WIS, and Miller Montgomery, sales manager of WMSC.

KEYT Goes Gardening With Gordon

A garden at KEYT (TV) Santa Barbara, Calif., studios is the scene of its new *Gardening With Gordon* show, which started Nov. 15. Well-known western gardening authority Gordon Baker Lloyd and his wife, Sassy, joined the station to present the show, which stresses practical gardening for beginners, plus information and demonstrations for the care of indoor plants, shade plants lawns, soil development and advanced study for more active gardeners. A special feature is the issuance of printed matter concerning the topic discussed on each week's program.

CHWO Feeds Breakfast to 250

When the local electric power commission announced that power would be off during the morning hours on Nov. 2, CHWO Oakville, Ont., told listeners it would continue broadcasting directly from the transmitter site, rather than from studios where power would be cut. Discussing how CHWO would handle the morning programs, the announcer said the staff would be fed barbecue style at the transmitter site. That morning 250 listeners, some from 25 miles away, turned up for breakfast at the transmitter. They thought they had been invited. The CHWO staff prepared enough food and drinks for all.

WGN-TV's 'Supermarket Quiz'

A daily *Supermarket Quiz* has been launched by WGN-TV Chicago. Each day Jack Brickhouse emcees a telecast from a different supermarket, interviewing homemakers, supervising games and quizzes and presenting prizes. The station describes the undertaking as a substantial engineering and production remote. To call attention to its new series, WGN-TV sent out baskets of food products which are advertised on its facilities to members of the trade. Among the stores visited are those operated by National Food Co., Kroger Co. and Jewel Tea Co.

Pigeons Promote WINE in Buffalo

Fifty leading Buffalo advertisers and retailers each received a beribboned box from WINE Buffalo, N. Y., inside which they found a live homing pigeon. Each recipient was asked in an accompanying note to put a message in the tube on the bird's leg and release it. The pigeons winged their way back to the loft near WINE's studios. Several orders were placed as a result of this unusual promotion.

TV FREEDOM FIGHTERS

KOOL-TV Phoenix, Ariz., the station that some time ago adopted the battle cry, "See it free on KOOL-TV," has organized a speaker's bureau as the latest step in its mobilization against toll television. Staffers who will speak "anytime, anywhere" on free television are Homer Lane, assistant general manager; Kenneth Morton, station manager; Jack Murphy, assistant manager; Jack Ware, news editor; Ralph Painter, news photographer, and Don Harvey, news commentator.

THE COLLINS MAN IS HERE WITH YOUR RADIO STATION, SIR.

Everything you need to get on the air fast with the strongest, cleanest signal . . . from microphone to antenna. Collins is a single, complete source of broadcasting equipment.

Collins CREATIVE LEADER IN COMMUNICATION COLLINS

GET THIS

$52 MILLION

BONUS

The latest Nielsen Survey shows that KTBS-TV, Channel 3, Shreveport, Louisiana, gives you a *bonus* of 13,120 MORE TV HOMES than reached by Station B.

This gives you a *bonus* spendable income of MORE THAN $52,000,000.00* in this rich Southwest market with a total spendable income of more than $1,323,801,000.00.

* Sales Management June, 1957.

Your BONUS Station With Maximum Power

KTBS-TV
CHANNEL 3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

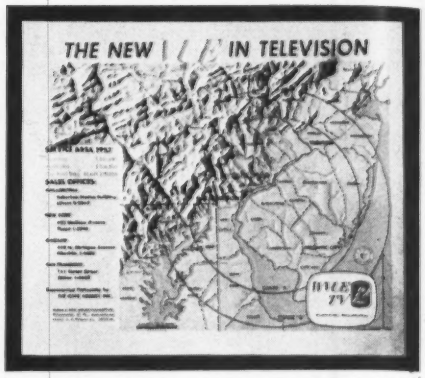
Represented by
Edward Petry & Co., Inc.

Steelworkers Complete Lineup For Tv Program on 29 Stations

The debut of *United Steelworkers Tv Meeting of the Month* was completed in 29 markets yesterday (Sunday) as the AFL-CIO union rounded out the station lineup for its new half-hour film show.

The program, first seen in some markets Nov. 10, is designed to show union operations and labor issues to both membership and public, according to David J. McDonald, president of the steelworkers, who listed another goal as encouragement of membership to attend local meetings.

Carrying the half-hour program are WLWA (TV) Atlanta; WMAR-TV Baltimore; WGLV (TV) Easton, Pa.; WBRC-TV Birmingham, Ala.; WHDH-TV Boston; WGR-TV Buffalo, N. Y.; WKRC-TV Cincinnati; WEWS (TV) Cleveland; WJBK-TV Detroit; WDSM-TV Duluth, Minn.; WBKB (TV) Chicago; WTPA (TV) Harrisburg, Pa.; KPRC-TV Houston; WTTV (TV) Bloomington (Indianapolis); WJAC-TV Johnstown, Pa.; KCOP (TV) Los Angeles; WISN-TV Milwaukee; WPIX (TV) New York; WFIL-TV Philadelphia; KDKA-TV Pittsburgh; KCSJ-TV Pueblo, Colo.; KTVT (TV) Salt Lake City; KGO-TV San Francisco; KTVW (TV) Seattle; KTVI (TV) St. Louis; WTVT (TV) Tampa, Fla.; WTTG (TV) Washington; WSTV-TV Steubenville, Ohio-Wheeling, W. Va., and WFMJ-TV Youngstown, Ohio.



MAPS, molded to the exact dimensions of the area covered by WVUE (TV) Wilmington, Del., are being used for the dual purpose of information and promotion. Advertisers are shown the colorful maps to provide them with the information needed to supply their products in the station's signal area.

WEW&WKYB Adopt Selassie Tactics

WEW St. Louis and WKYB Paducah are mailing out Haile Selassie's Mobilization Order when Ethiopia was invaded by Mussolini as part of a sales promotion campaign. The order reads:

"The country is now mobilized. All men and boys able to carry a spear will report immediately for active duty. Married men will bring their wives to do the cooking and men that are not married will bring any

GUESTS of WFGA-TV Jacksonville, Fla., at its weekend dedication ceremonies Nov. 8-9 went to the Florida-Georgia football game Saturday in the 'Gator Bowl also as guests of the Florida-Georgia Television Co., which has been telecasting on ch. 12 since September. Front row fans (l to r): Jesse H. Cripe, WFGA-TV station manager; H. Preston Peters, president, Peters, Griffin, Woodward Inc., national representative for WFGA-TV, and Thomas E. Knode, NBC vice president, station relations.

Several hundred attended the WFGA-TV weekend party from ranks of local and state governments, Congress, NBC, PGW, RCA, NARTB, national trade publications and others. Mr. Cripe, Mr. Knode and Mayor Hayden Burns of Jacksonville appeared with the station staff on the dedication telecast Friday evening. After the ceremonies, station guests adjourned to the George Washington Hotel for a reception and buffet supper. The public, invited to see the new WFGA-TV studios Sunday and Monday, turned out 5,000 strong. One drawing card was the porpoise Jaxie (embodying WFGA-TV's ID mascot), who was brought from Marineland, Fla., and installed in a tank outside WFGA-TV studios.

"Microphones Make the Difference!"

. . . says A. FRIEDENTHAL
Chief Engineer, W J R, Detroit

WJR
modernizes with
Electro-Voice®

". . . because of their quality of reproduction, and amazing economy."

"After checking repair and maintenance costs, we changed to Electro-Voice one year ago. Frequency of repair and cost of repair was five to six times as great on other brands," says Mr. Friedenthal. "Now, Electro-Voice is *the* WJR microphone."

Since 1927, WJR, The Goodwill Station, has been active in the development and construction of equipment best suited to the broadcasting art. Much of this equipment utilizes basic Electro-Voice components—proof of one of the country's leading station's faith and confidence in Electro-Voice broadcasting equipment.

WJR STUDIOS AND MOBILE UNITS USE 47 ELECTRO-VOICE MICROPHONES!

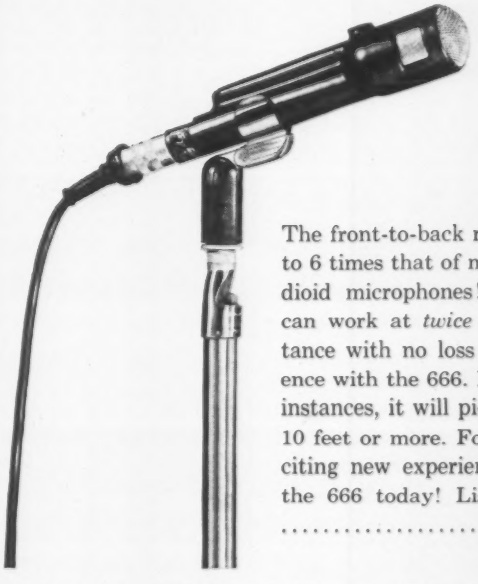
20 E-V Model 666 Super Cardioid-Dynamic Microphones

16 E-V Model 650 Dynamic Microphones

6 E-V Model 646 Dynamic Microphones

5 E-V Model 655-A 'Slim-Trim' Dynamic Microphones

MODEL 666 BROADCAST CARDIOID DYNAMIC with REVOLUTIONARY VARIABLE-D DESIGN!



The front-to-back ratio is 2 to 6 times that of most cardioid microphones! Artists can work at *twice* the distance with no loss of presence with the 666. In many instances, it will pick up at 10 feet or more. For an exciting new experience, test the 666 today! List price, ...$255.00

- Ask *any* Broadcast or Recording Engineer about E-V microphones.
- See your authorized E-V Distributor. Get all the facts on Electro-Voice professional microphones. Write for Bulletin BT711-120.

Electro-Voice

ELECTRO-VOICE, INC., BUCHANAN, MICHIGAN
Export: 13 East 40th Street, New York 16, U.S.A. Cables: ARLAB

To some . . .
they all look the SAME

With radio stations as with women, there is a difference . . .

Place your campaign in the Peoriarea market on the station that's . . .

Obviously OUTSTANDING . . .

PROGRAMMING makes the difference! Only WMBD offers a complete radio service . . .

live music PROGRAMS
local news PROGRAMS
play-by-play sports PROGRAMS
world news PROGRAMS
farm PROGRAMS
recorded music PROGRAMS
women's PROGRAMS
public service PROGRAMS
outstanding CBS Radio PROGRAMS

Balanced programming pays off in greater unduplicated audiences for WMBD advertisers. Sell the Peoriarea through the dominance of WMBD!

WMBD
PEORIA
CBS RADIO NETWORK • 5000 WATTS
Peters, Griffin, Woodward, Inc., Natl. Reps.

TEENAGERS GET NEW NIGHTSPOT

To give high school students an opportunity to dance to music they like in a "grown-up, sophisticated atmosphere," WTTM Trenton, N. J., opened a teenage night club Friday. Luxuriously appointed and styled "after Broadway's finest," the Castle Roc, as it will be known, is opening exclusively for students Tuesday, Wednesday and Thursday 3-10 p.m., Friday 3-midnight admission: 25 cents before 6 p.m., 50 cents after. The project grew out of WTTM's broadcasts from its studios at Seaside Heights, N. J. The station will originate its *Dance Party* from the high school nighterie and a live entertainment policy will be scheduled for Friday and Saturday evenings. Such cities as Detroit, Chicago, Indianapolis and Buffalo have teenage night clubs and, in following the pattern, it is WTTM's plan to, "help cut down juvenile delinquency by giving teenagers a respectable place to go for dancing after school and after the weekend movie date."

women they can find. Women with babies, the very old and the very young need not report for active service. Anyone else found at home after the issuance of this order will be hung."

WBAP-TV Looks for Sally's Image

A $1,000 wardrobe and a new typewriter are two of the prizes WBAP Ft. Worth, Tex., will be presenting to the local girl who looks most like Joan Caulfield in NBC-TV's *Sally* series (Sun., 7:30-8 p.m. EST). The contest, running Nov. 6-26, requires entrants to submit a photograph of themselves and the photograph most resembling "Sally" will be sent to Hollywood to be entered for the grand prize: A one week expenses-paid trip to Hollywood to be entertained by Miss Caulfield and to appear in a *Sally* show.

CBS Recalls Dance Band Remotes

Radio's heyday of dance band remotes will be revived Tuesday and Saturday nights on CBS Radio in a pickup from the Shoreham Hotel Blue Room in Washington. The series gets under way tomorrow (Tuesday) with the Richard Maltby Orchestra, currently featured in the Blue Room for a seven-week engagement. The conductor-arranger ("St. Louis Blues Mambo," RCA Vik albums) has announced a bill of dance music for the first live music pickup from Washington in many years. The Blue Room show will be broadcast from 11:30-midnight EST on Tuesdays and 11:10-11:30 Saturdays.

'Senior Bowl' Game on NBC-TV

NBC-TV will televise for the first time the annual Senior Bowl all-star football game in Mobile, Ala., Jan. 11 at 3 p.m. The game marks the professional debut of the 50 participating players and pits all-star squads from the North and South against each other.

Niagara Plugs 'Honeymooners'

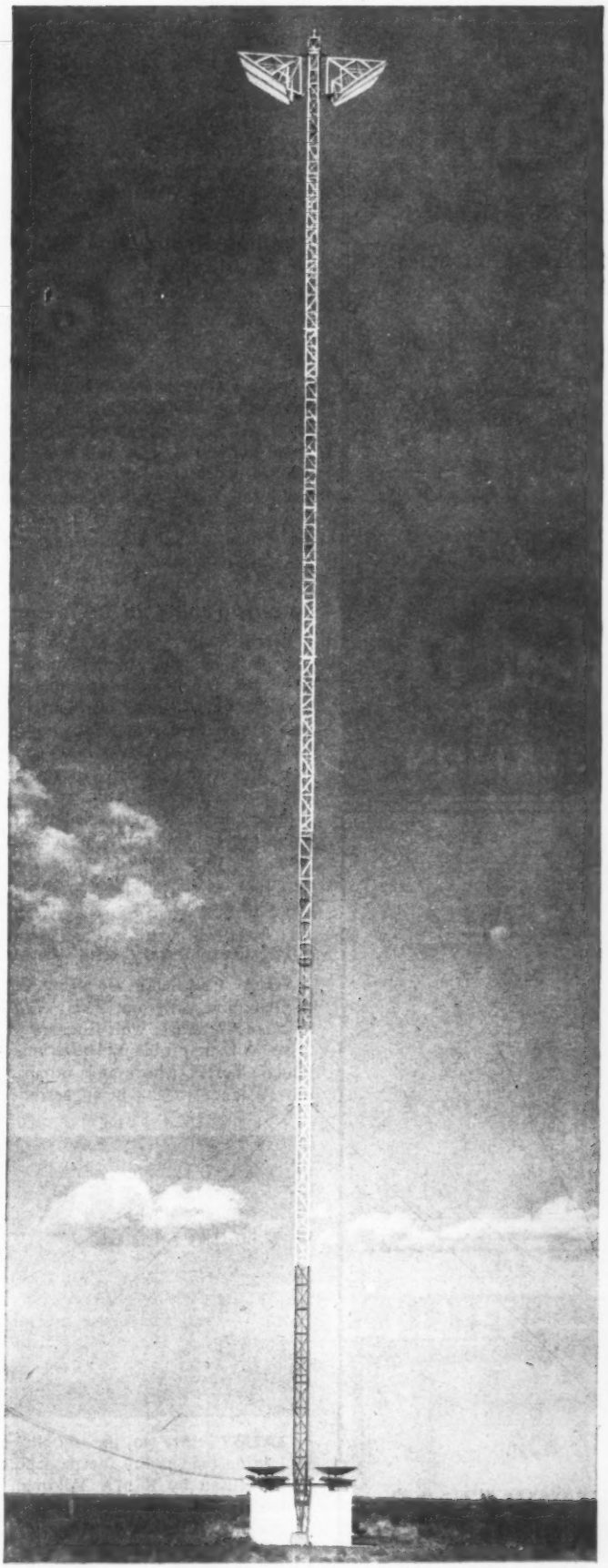
In a cooperative arrangement WRCA-TV New York and WBUF-TV Buffalo, both NBC-owned stations, have embarked on an audience promotion project centering around *The Honeymooners* series, carried on WRCA-TV. Honeymooners to Niagara Falls will hear anouncements on WBUF-TV stating: "Any honeymooners here from New York City? When you get back home enjoy *The Honeymooners* every Tuesday on WRCA-TV." In turn, WRCA-TV will carry announcements extolling WBUF-TV to honeymooners planning to visit Niagara.

WKXP (TV) Launches Promotion

WKXP (TV) Lexington, Ky., has put into operation a merchandising program, "WKXPlan GESO" (Guaranteed Expanded Sales Orbits). A $10,000 "Happy Homes New Viewer Celebration" game highlights the promotion.

The ch. 27 station, which went on the air this fall, is promoting viewership by running film clips of homes in the Lexington area intermittently through the day. Cash prizes go to viewers who identify the televised "Happy Home" by street and house number. WKXPlan is designed to take advantage of expanding population and indus-

THE football flight sponsored by WBRZ (TV) Baton Rouge, La., carries newsmen to cover out-of-town games of Louisiana State U. Regular riders are (l to r) Walter Hill, sportscaster for WJBO Baton Rouge, which is affiliated with WBRZ; Jules Mayeux, WBRZ operations manager; Kelly Maddox, WJBO station manager; WBRZ cameraman Hurley Campbell; John Ferguson, WBRZ sports director, and Bob Durham, chief photographer of WBRZ. Games are filmed for telecast four days later. Radio broadcasts feed a network of 28 stations in the Alabama-Louisiana-Mississippi area.



A-3020

*NOW IN USE IN MORE THAN 350 INSTALLATIONS.

your specific needs

for television microwave are met by the most complete and most widely used portable and rack-mounted equipment in the industry for color with audio transmission—*Raytheon KTR relays.**

KTR-100—0.1 watt for 6, 7, and 13 Kmc bands.

KTR-1000—standard 1.0 watt for 6 and 7 Kmc bands.

KTR-1000G—deluxe 1.0 watt for 6 and 7 Kmc bands.

Complete technical data on request.

Please write to *Raytheon Manufacturing Co., Commercial Equipment Division, Dept. 6120R, Waltham 54, Massachusetts*

RAYTHEON *Excellence in Electronics*

"JAXIE"
GIVES THANKS

For His Many New Friends In
National and Local Agencies.

Basic NBC Affiliation

Represented by
Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

TWO VALUABLE RADIO STATIONS

OWNER'S INCREASING INTERESTS COMPEL SALE

1. Rich growth major Southwestern city. 1,000 Watts.

Down Payment $25,000

★ ★ ★ ★ ★ ★

2. Earning record to $200,000. Leading far west metropolis. Vast profit potentials substantially indicated.

Down payment $150,000

★ ★ ★ ★ ★ ★

3. Other Western radio and television opportunities.

CALL
FRANK OXARART

THE ALBERT ZUGSMITH CORPORATION

1050 Montecito Drive Los Angeles 31, Calif.

CAPITOL 5-4116

try in Lexington and central Kentucky, according to the station's promotion department.

Merchandising aids include window streamers, bus cards, newspaper and viewer magazine ads, air announcements, direct mail and other supplements to the WKXPlan GESO. It is copyrighted and created by Community Broadcasting Co., which also owns WLAP-AM-FM Lexington.

Standing Room Only at WKRS

WKRS Waukegan, Ill., took a full-page ad in the Oct. 29 *Waukegan News-Sun* to announce, "in the interests of good programming, our facilities for advertising have been sold out until Jan. 1, 1958." WKRS reported it is not accepting any new contracts except those effective after that date. The ad was captioned, "We've reached our limit . . . at least for the present," and added that WKRS' acceptance of more business would mean interfering with listeners' enjoyment of musical programs and its refusal means the station is "literally turning away thousands of dollars in revenue."

Parents Tuning In to Teeners

Parent-listeners to KSFO San Francisco who wonder what their teenage children talk about when alone are interested in its new "eavesdropping" program, KSFO reports. Each Friday and Saturday night disc jockey Kay Winfield airs his *Nightcap* show from the sponsor's drive-in restaurant and turns over the first hour to the teenagers gathered there. Between selections of records to be played, the young people chat about whatever they choose, while the drive-in sees they're well supplied with hamburgers and milkshakes.

WHK Gets 'Party Line' Answers

WHK Cleveland is airing a listener-participation program, *Party Line* (Mon.-Fri. 1:05-2 p.m.), with listeners phoning in "I've got a problem" questions to m.c. Bruce Charles, who invites others in the radio audience to call in suggested solutions.

LATEST entry in the mobile broadcasting field is this Vespa scooter van now used by KIMA Yakima, Wash. Chief Engineer Dovel De Von looks over the completely battery-powered unit, which includes two-way short-wave broadcast and tape machine equipment. KIMA, a CBS affiliate, is owned by Cascade Broadcasting Co.

PERSON TO PERSON

While aboard the sea-going *S.S. Catalina,* Carl Bailey, KBIG Santa Catalina, Calif., disc jockey, got in touch with the pilot of a plane circling above. The aircraft, from the Los Alamitos Naval Air Station, was "tracking" the ship for radar spotting practice and the d.j. described it to listeners of his regular sea-going program. Coincidentally, the flyers were using KBIG as a navigational fix and when Mr. Bailey called to the plane to dip a wing if it was tuned in, the pilot complied. When he returned to Los Alamitos, where he is stationed, the pilot wrote a letter thanking the disc jockey for the Navy plug and invited Mr. Bailey to visit the anti-submarine air station. KBIG listeners had a full report of the conducted tour and are awaiting a play-by-play account of a sub-hunting mission in which the disc jockey also has been invited to participate.

KPBA Gets Stuck in the Groove

On its fourth day of commercial air operation Oct. 25, KPBA Pine Bluff, Ark., was giving its record introductions normally, except for one thing—it played the same record over and over for six hours. By that time more than 100 carloads of curious people had come by the studios and the phone had rung 8,000 times, until the station stopped answering it, pulled down the blinds and locked the doors. Pine Bluff's new station got stuck in the groove to "test its listenership," and to "point out that KPBA is a different type of radio, where there's very little talking and a lot of music. . . ."

Firms Give Own Plugs on KSIL

Personnel to operate KSIL Silver City, N. M., on its Grant County Day celebrations, was provided by 45 local firms. The station got as many businessmen to participate as possible and from sign-on to sign-off they played the records, read all the news, commercials and announcements. During his stint at the mike, each guest was allowed to identify himself and give his own business a plug. The visitors were taken on a tour of the station. "It helps them understand our business and problems much better," said Jim Duncan, KSIL's owner-general manager.

Quaker Oats Signs for 'Roses'

Quaker Oats will sponsor CBS-TV's coverage of the 69th annual Tournament of Roses in Pasadena, Calif., on New Year's Day in a two-hour broadcast beginning at 11:30 a.m. The parade, covering a five-mile route, will be covered by four CBS-TV cameras.

BUFFALO REPORTS!

From the desk of—
VAN DE VRIES

WGR TV 2 CHANNEL

To: Marvin Fraum
SCREEN GEMS

I am happy to advise that "Shock" was completely sold out prior to its premiere!*

VAN DE VRIES
Vice President

*"SHOCK"— 52 of the greatest spine-tingling features including the original **"Frankenstein", "Dracula", "Wolf Man", "The Mummy"** and other famous shockers!

Your city is ready for the **"SHOCK** treatment"!

SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES
711 FIFTH AVENUE • NEW YORK 22, N.Y.
NEW YORK • DETROIT • CHICAGO • HOLLYWOOD • NEW ORLEANS

ALLIED always has the BROADCAST TUBES you need

IMMEDIATE DELIVERY ON
RCA 5820

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 404-page 1958 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

WORL
950
USED AS A RULE IN BOSTON
HEARD AS A RULE IN BOSTON
BOUGHT AS A RULE IN BOSTON
DOMINATES THE DIAL
because
BOSTON FAMILIES LOVE OUR
"950 CLUB" PROGRAMMING

MOM says:
I love that great music of the Past — the 30's & 40's — Les Brown, Glen Gray & his Casa Loma Orchestra, Fats Waller and Gene Krupa — they ALL bring back memories of my courting days!

DAD says:
It's good to hear my old favorites on the "950 Club" too! Glenn Miller, Benny Goodman, Artie Shaw, Harry James — they remind me of the wonderful days we used to go dancing!

SIS says:
That Music of the Past puts Mom & Dad in a good mood, and I like that. But I also like to swoon with Pat Boone, and I get THAT in the 950 Club's Music of the Present and Future, too!

BRUD says:
Sis is so girlish — but she's right about Music of the Past, Present & Future. My favorites on the 950 Club shows are Perry Como, Frank Sinatra, Tony Bennett, and Patti Page. Lena Horne, too!

WORL
BOSTON
5000 WATTS — INDEPENDENT
Represented nationally by
HEADLEY-REED CO.

STAMPS FEATURING RADIO AND TV: (l to r) top, France for tv, Luxembourg for tv and radio, and, lower, by Italy for tv, Monaco for Radio Monte Carlo, by Turkey and by West Germany for its radio, tv and shortwave broadcasting installation at Berlin.

RADIO-TV'S PROGRESS CHRONICLED IN STAMPS OF OTHER NATIONS

To the philatelist, no greater homage can be rendered a person, place, event or industry than the issuance of a commemorative stamp. So it was natural that a stamp collector, whose livelihood is from radio, recently pointed out that numerous foreign countries have accorded such recognition to the electronic media. However, he added, these nations do not include the U. S. or Canada where radio and tv have made its largest contribution to national welfare.

"Many other industries have been featured on stamps of these countries," he said. "Perhaps the NARTB and the Canadian Assn. of Radio & Television Broadcasters can persuade their respective governments to publicize some future anniversary of radio-tv on stamps, especially for mail to other countries."

A study of several foreign stamp issues shows how radio and television is receiving philatelic recognition abroad. When television started in Italy in 1954 and in France in 1955, the postal authorities in those countries issued special stamps. Italy's stamps are the only ones issued anywhere which feature a television receiver screen, while the French stamp shows the television transmitter antenna on the Eiffel Tower and tv antennas on rooftops.

Luxembourg, that small principality between France, Belgium and Germany, where commercial broadcasting has been in existence for many years, issued a postage stamp in 1953 for Radio Luxembourg. The stamp shows the antenna layout and transmitter building of that well-known European broadcasting station. On the occasion of the opening of Television Luxembourg in 1955 a stamp was issued picturing the television antenna at Dudelange.

One of the first countries to feature radio on its stamps was the small republic of Guatemala which in 1919 issued a stamp showing two towers with a flat-top antenna hanging between them. It commemorated Guatemala's start in radio.

Anniversaries often are used by countries to issue special stamps. In 1955 Turkey marked a centenary of its modern communications, and one of the stamps printed portrayed a modern radio and television tower. Similarly, Western Germany last year for an industrial fair at Berlin pictured the antenna system of its radio and television broadcasting establishment at Berlin.

The small coal and steel mining area of the Saar, between France and Germany, which recently reverted to Western Germany by popular vote, last year marked the event of its first television station with a view on a commemorative stamp of a tv transmitter antenna and a number of microwave antennas and microwave discs on a tower at Saarbrucken.

Monaco, on a 1951 set, publicized Radio Monte Carlo, one of Europe's few commercial broadcasting stations. The stamp showed an air view of Monte Carlo with the station's antenna in the background.

Switzerland in 1952 marked a century of its telecommunications systems with a set of four stamps, the top two values of which featured radio and television, while the lower values were devoted to telegraphy and the telephone.

Norway, on a postage set for the centenary of its telecommunications, showed

THE COMMUNITY-NEWS VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

radio towers of the government broadcasting system on certain stamps of the set.

These are but a few examples of what some countries have done to honor radio and television on postage stamps. In many cases the postal authorities in these countries also operate the radio and tv stations.

While no commercial broadcasters have been portrayed on stamps as yet, some personalities who played important parts in the development of radio communication have been portrayed. For example, Marconi was featured on Italian stamps in 1938. Nicholas Tesla has been on several issues of Yugoslavia. Russia, which claims that A. S. Popov invented radio, issued a stamp to the inventor in 1945 on the occasion of the 50th anniversary of his invention of radio. Hungary in 1948 also had a stamp for Popov. Others who have contributed to various segments of tele-communications, such as Thomas Edison, Samuel B. Morse, and Alexander Graham Bell, have been featured on stamps of a number of countries, including the United States and Canada.

Boston Agency Strikes Back At Reds With U. S. 'Giveaway'

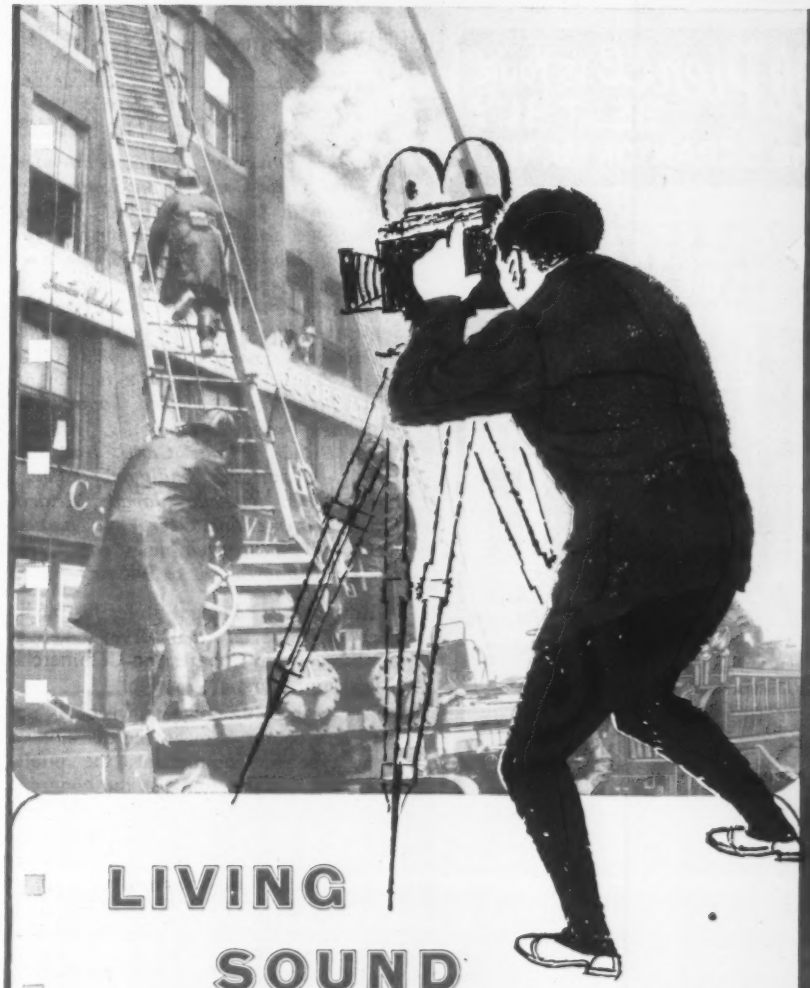
A Boston advertising agency, striking back at Moscow Radio's ideological quiz contest, has promised a bigger and better one from the U. S. to Moscow. Chambers, Wiswell, Shattuck, Clifford & McMillan Inc., Boston, has announced the *American Million Ruble Sweepstakes.*

Two shortwave operations, WRUL Scituate, Mass., and Radio Liberation, Munich, Germany, have offered to carry the *Million Ruble Sweepstakes* free, but no decision has been made yet. According to Benjamin Shattuck, president of the New England agency, the promotion is intended to give Communist-dominated peoples an idea of the American standard of living.

Nathaniel H. Sperber, vice president in charge of public relations and creator of the shortwave giveaway, said the agency is carrying it out on its own patriotic initiative. Quiz prizes are being donated by manufacturers of boats, freezers, phonographs, cameras, shotguns and other commodities typifying the American standard.

Although the show won't be heard for some weeks, professors from Harvard U., Massachusetts Institute of Technology and Boston U. already have held their first meeting on *Sweepstakes* questions. They will be phrased to show material and cultural standards of U. S. citizens.

Announcement of the *American Million Ruble Sweepstakes* came on the heels of Moscow Radio's report that its shortwave quiz for North Americans had come up with more winners than prizes available. Listeners answering seven questions on Russian communist history correctly totaled 39, but only 10 prizes were available. The Reds solved the problem by drawing 10 U. S. names out of a hat to receive radio sets, cameras and records. The two-week quiz drew 1,270 entries from North America, it was reported.



LIVING SOUND

captured at last in TV spot news on

SOUNDCRAFT

16mm MAGNA-STRIPE RAW STOCK

You can now get Soundcraft Magna-Stripe (film with pre-applied magnetic sound track) in raw stock form! The availability of Magna-Stripe Raw Stock, and equipment for its use—now enables you easily to convert from optical to magnetic sound track—to achieve living sound for your TV spot news films! Only Soundcraft's Magna-Stripe provides *Oscar-winning oxide formulation!

Because optical developing processes cannot affect sound already recorded on Magna-Stripe, you can develop your films for maximum optical clarity. All the advantages of tape recording are yours with Magna-Stripe! First adopted in CBS-TV Newscasts—Magna-Stripe has won viewer and critic plaudits for "live" sound quality in spot news broadcasts. To learn how easily you can convert to Magna-Stripe Raw Stock ...write Soundcraft today!

*1953 Academy of Motion Picture Arts & Sciences Award

REEVES SOUNDCRAFT CORPORATION

10 E. 52nd St., New York 22, N. Y. • West Coast: 338 N. La Brea, L. A. 36, California

WORLD'S LEADING MANUFACTURER OF RECORDING FILMS

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

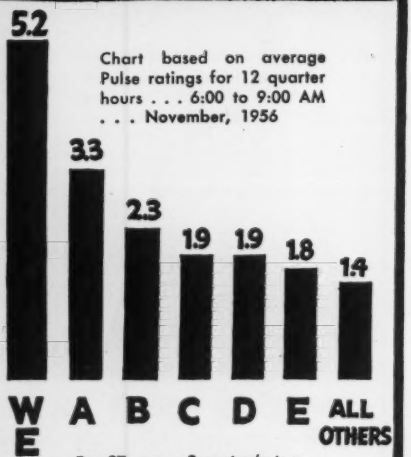


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, ... PENNA.

TV: THE INTERNATIONAL PICTURE

Representatives of 14 nations attended the First World Congress on Commercial Television in London. Sparked by Gen. Robert W. Johnson, chairman of the board of Johnson & Johnson, the congress was sponsored by the firm as a public service to television. It was held in September in conjunction with a junket promoting Johnson & Johnson's Robin Hood. *Those attending, including 66 U. S. tv editors, viewed commercial samplings from Luxembourg, France, Great Britain, Monte Carlo, Iraq, the U. S., Cuba, the Philippine Islands, Puerto Rico, Canada, Japan, Mexico, Brazil and Argentina. George N. Thomas, KDKA-TV Pittsburgh news editor, reported his impressions to* BROADCASTING:

How does a Pakistani prefer his pitch? Serious, if the informal survey taken at the First World Congress on Commercial Television bears any weight.

Although commercial television is not yet every country's meat, the question of what type of commercials the public likes was a major topic at the congress. Representatives chose a "typical" commercial from a sampling session. Some of the results: Mexicans take to a humorous sell; British and Americans prefer commercials brief and "sincere." Japanese audiences vote for a restrained and indirect selling message; in Pakistan, where tv is seen only in theatres, the serious approach sells best. Although France is blacked out to commercial tv, French-made commercials tend to be artistic and beautiful.

From all reports, the American sell has had its impact on world tv, but an American viewer would find some differences. In Monte Carlo, in Great Britain, in Japan, there's no such thing as the familiar "and now a word from our sponsor . . ." The commercial is woven into the program, perhaps by an actor who holds the product in his hand as the camera dollies in on the label. The actor keeps right on going with his lines. In Great Britain, sponsors' products are sold one after the other in "commercial programs" from a minute to 15 minutes long.

Wherever there's tv, the viewer wants to be entertained. News shows with a flexible "roving reporter" format are popular everywhere. In France, news shows open and close the broadcasting day. In Monte Carlo, Brazil and Luxembourg, they are the most popular viewing fare.

Children's shows are programming features in half the countries with tv. In Iraq, the children's story-teller is so popular he is on the air seven days a week. Most of the popular children's shows are U. S. commercial products.

General consensus of opinion at the congress was that in nations where both government-owned and commercial stations compete, dials seem to turn more often to commercial programming.

In other sessions of the meeting, delegates discussed the potential of television as a medium of peaceful communication between nations. Robert E. Button, chief of the International Broadcasting Service of the U. S. Information Agency, reported on U. S. aid in developing tv in Iraq, Sumatra and Lebanon. At a luncheon session, delegates heard Charles E. Wilson, president of the People-to-People Foundation, urge tv executives to use the medium to promote friendship and international understanding. Television, he said, "is truly the window of the world," and he asked for television's aid in "leaping governments," if necessary, so that the people of East and West can learn more about one another.

Canadian Am Bid Planned

International Radio & Television Corp. Ltd. plans to seek a license for a new radio station on 1140 kc with 1 kw at Kitimat, B. C., at the Dec. 6 meeting of the board of governors of CBC at Ottawa. The station will be located at a new aluminum smelting town 400 miles north of Vancouver.

CKTR Three Rivers, Que., will request the CBC board of governors to allow a change of ownership from CKTR Limitee to Paul Aboud of Three Rivers, who plans to form a new company to buy out the present owners.

Canada Radio Sales Up, Tv Down

Radio receiver sales continue upward while those for television are still on the downtrend in Canada, according to the January-September figures of the Radio-Electronics-Television Mfrs. Assn. of Canada. In the first nine months of this year, radio set sales totaled 389,509 units compared with 370,370 for the similar 1956 period. Television set sales amounted to 295,338 sets compared with 411,562 in the 1956 period.

The province of Ontario accounted for the largest number of radio sets, 179,420, and tv sets, 111,206, in the January-September period. Quebec province followed with 90,027 radio receivers and 84,289 tv sets.

an apple for the sponsor, too!

Miss Sally's *Romper Room*, delight of the small fry set in Washington, is the apple of the advertiser's eye, too . . . because it produces rich fruits in the way of *adult* response, by way of moppet demand. Romper Room (11 a.m. to noon weekdays) has room for a few more apple-seeking advertisers who want results.

real lively daytime programming

wmal-tv

channel 7 *Washington, D. C.*

AN *EVENING STAR* STATION

Represented by H-R Television, Inc.

HOWARD E. STARK

BROKERS and FINANCIAL CONSULTANTS

RADIO and TELEVISION STATIONS

50 EAST 58th STREET EL 5-0405

NEW YORK 22, N. Y

All Inquiries Confidential

AT the excavation site of the new $150,000 plant KONA (TV) Honolulu is building, executives stop to review plans. They are (l to r) Lorrin P. Thurston, chairman of the board, and John D. Keating, president-general manager of the station. December is target date for KONA's new facilities.

Canadians Pay 18 Cents Weekly For CBC Services, Says Report

National broadcasting service costs the average Canadian family 18 cents a week in public funds, the CBC told Canadians in a "report to 16,420,000 shareholders." The paper was a condensation of the CBC's annual report.

The report points out that "the CBC, with the assistance of privately-owned stations, operated five national radio and television networks, three in English and two in French" last year at a combined cost in public funds of about $40 million. Because the CBC is a publicly-owned corporation every Canadian is a shareholder, and this is the reason the CBC has issued the miniature report, General Manager Alphonse Ouimet said. The report deals primarily with CBC program activities.

INTERNATIONAL SHORTS

Ford Motor Co. of Canada Ltd., Toronto, Ont. (Ford cars-trucks and British Ford cars) appoints J. Walter Thompson & Co. Ltd., Toronto, to handle its advertising January 1. Cockfield, Brown & Co. Ltd., Toronto, which has handled it, will continue to handle Edsel account.

Flying Officer Hugh Anderson, RCAF, received first prize in radio-tv section of Canadian Aviation Writers' Assn.'s "best 1957 script" awards. He received bronze plaque and $100 for his documentary "From Civvy Street to CF-100."

CFTM-TV is call letter of new channel 13 station at Three Rivers, Que., which plans to be on air by March 31, 1958.

Cousens Productions of Canada Ltd. has been formed by Cousens Productions, Inc., N. Y., with offices at 38 King St. West, Toronto, with **Allan Cullimore** manager-president. Company will make tv commercials.

CKVL Verdon, Quebec, celebrated its 11th anniversary and announced it would soon be 50,000 watts. Station is on air 24 hours a day on 850 kc.

ALBUQUERQUE IS THE NATION'S 90TH MARKET!

and

KQUE

IS ALBUQUERQUE'S BEST* RADIO BUY

(*See August 1957 PULSE)

ALBUQUERQUE'S ALL DAY, ALL NIGHT MUSIC STATION

MUSIC 920 kc NEWS

ALBUQUERQUE KQUE NEW MEXICO

BOTH ARE REPRESENTED BY EVERETT-McKINNEY, Inc.

5,000 WATTS	920 kc
KTRI	KQUE
SIOUX CITY IOWA	ALBUQUERQUE NEW MEXICO

Reach Your Sales Goal With the Two Best "POWER PLAYS"

CKLW-TV CHANNEL 9

CKLW radio 800 kc.

in the Detroit Area!

CKLW-TV 325,000 WATTS

CKLW radio 50,000 WATTS

The Only "TWIN FULL POWER" Radio-TV Combination in this Region

ADAM YOUNG, INC. National Rep.

GUARDIAN BLDG. Detroit 26, Michigan J. E. Campeau, Pres.

NOW'S the time

to SELLibrate the *new* "point of sale" in the GOLDEN VALLEY...
(Central Ohio)

WHTN-TV
HUNTINGTON • CHARLESTON

★ NEW TOWER
1,000 feet above average terrain

★ FULL POWER
316,000 watts

★ GREATER COVERAGE
554,697 TV homes

★ SALES POTENTIAL
$2,727,662,000 in all the major U.S. Census sales categories

Get the dollars and cents story right now

WHTN-TV
CHANNEL 13
A COWLES STATION • ABC BASIC
Huntington-Charleston, W. Va.
Nationally represented by
Edward Petry Co., Inc.

LAS VEGAS "KLASSY" SAYS:

CONCENTR8
your message on an audience

CAPTIV8ED
by TOP CBS and local programs!

•

PENETR8
with 55,000 watts to

DOMIN8
a 103.1 percent satur8ed market

•

IN LAS VEGAS, NEV.
you'll appreci8 the value, once you've tried

KLAS-TV Channel 8
LAS VEGAS NEVADA
CBS Television Network

Represented by WEED TELEVISION

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

William L. Ballard, media research director, John W. Shaw Inc., Chicago, named vice president-marketing director. **Robert C. Milner,** secretary-office manager and **Ralph T. Stewart,** production manager, named vice president-secretary and production-traffic vice president, respectively.

◄ **Scott Keck,** assistant radio-tv director, Needham, Louis & Brorby Inc., Chicago, named vice president. Mr. Keck joined NL&B in 1954 from Henri, Hurst & McDonald where he was vice president and radio-tv director.

Arthur E. Wright Jr., president, Condor Films Inc., St. Louis, resigns to join Frank Block Assoc., there, as vice president in charge of public relations.

W. N. Waterstreet, president and general manager of Chicago milk division, Borden Co., named procurement manager, Chicago-central fluid milk and ice cream district. **Harold R. Fagerson,** vice president of Chicago-central district, succeeds him.

John A. Sargent, president, Diamond Alkali Co., N. Y., elected vice president of finance, General Foods Corp.

Sinclair Jacobs Jr. appointed assistant director of advertising and **Frederic Apt** named media director, Pharmaceuticals Inc.

Ralph Murray, assistant advertising manager of U. S. Industries, to copy staff of Needham, Louis & Brorby Inc., Chicago. **Donald Dickens,** formerly copy supervisor, Foote, Cone & Belding, and **Dyne Englen,** formerly with L. W. Ramsey Co., also to NL&B copy staff.

Ken Downs, west coast public relations manager, Pabst Brewing Co., to Stromberger, Lavene, McKenzie, L. A., public relations department, succeeding **Ray Connors,** now with N. W. Ayer & Son, L. A., as west coast director of public relations.

Gene Schiess, supervisor, *Philco Playhouse,* to Ogilvy, Benson & Mather, N. Y., a tv-radio program manager.

Dotty Abbott, formerly general manager of WHER Memphis, to Frances, Morris & Evans Inc., N. Y., as head of radio-tv department.

William J. Cutter, merchandise manager, Kroger Co., Chicago, appointed merchandising manager of western operations, Foote, Cone & Belding, headquartering in S. F.

Barbara Thomas Woolley, formerly with Ralf Shockey & Assoc., N. Y., has joined creative department of Cole Fischer Rogow Inc., Beverly Hills, Calif.

◄ **Frank Young,** formerly publicity director, National Telefilm Assoc. Inc., to General Public Relations Inc. (subsidiary of Benton & Bowles Inc.), N. Y., as manager of tv show publicity.

Lawrence G. Stark, president-general manager, IXL Food Co., San Leandro, Calif., to Honig-Cooper Co., S. F., as marketing staff executive.

Charles Doughtie and **William C. Kirschner,** copywriters, Kudner Adv., N. Y., named account managers.

James Rayen, advertising manager, Minute Maid Corp., to Ted Bates & Co., N. Y., as account executive.

James Richards, for four years vice president and eastern sales manager of Don Lee Broadcasting System, joins N. Y. office of John Blair & Co., radio station representative, as account executive.

Richard H. Depew, associated with ABC since 1947, has joined Cunningham & Walsh as radio-tv account executive (handling Andrew Jergens) and program coordinator.

Louis G. Jacobs, account executive, Harris & Whitebrook, Miami Fla., to Southern Adv. Inc., same city, in similar capacity.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

On the Air everywhere 24 hours a day—seven days a week

WCKY CINCINNATI

GIFT HORSE

John G. Clark Jr., commercial manager of WNCT (TV) Greenville, N. C., won $140,000 in the Irish Sweepstake run on the Cambridgeshire Handicap at Newmarket, England. The Clarks plan to share it with Mrs. Clark's mother—who sent them the ticket as a gift. Mr. Clark figures the U. S. government will take $111,000, with the state government getting about $9,000.

Charles A. Bornstein, formerly assistant news editor, NBC, to traffic staff of N. W. Ayer & Son, N. Y., radio-tv department.

Lucille Widener, John E. Pearson Co. (station representative), to Victor & Richards, N. Y., as timebuyer succeeding **Janet Murphy,** who joins Lawrence Gumbinner, same city, in similar capacity.

FILM

Donn B. Tatum, named vice president, tv marketing, Walt Disney Productions, Burbank, Calif. **James A. Johnson,** executive vice president, Walt Disney Music Co., and secretary of Walt Disney Productions, resigns his position with WD Productions to devote full time to Music Co. **Luther R. Marr,** legal staff, succeeds him as secretary.

Richard Sassenberg, traffic manager, RKO Television, resigns to become president of Piclear Inc., N. Y.

Sam W. Steele Jr., southern account executive of Official Films, promoted to manager of southeast area, succeeding **Jeff Davis,** who has resigned. **T. C. Calender** added to sales staff.

R. W. (Pat) O'Brian, division manager, Television Programs of America, Chicago, to Cross-Country Network Inc. (rural affiliate of Fred A. Niles Productions Inc.) as program coordinator. **Patricia J. Trumbull,** assistant farm director, WGN Chicago, joins Cross-Country as program coordinator.

Alfred E. Stern, formerly publicity director, RKO Radio, appointed west coast public relations director, National Telefilm Assoc., N. Y.

John Cooper, named managing editor of CBS Newsfilm.

Jay Piccinati, sales representative, Alexander Film Co., Colorado Springs, named marketing director. Other appointments include: **Cliff Parker,** general sales manager, theatre screen advertising general manager; **Cy Martin,** northern division sales manager, home office sales manager; **Frank Clinebell,** southern division sales manager, eastern division sales manager, succeeded by **Bert Adcock,** district sales manager. **Don Bates,** sales representative, becomes head of western division.

AMPEX AUTOMATIC PROGRAMMING

Anyone for Automation?

Yesterday it was easy to say "No" or "Maybe" to the question of automation. Tomorrow there will be few station operators who can afford to say anything but "Yes."

In fact, many are saying "Yes" today, and finding it both easy and profitable to take the first step toward automation. Installing an Ampex Model 355 Integrator, at a cost of well under $1000, provides a variety of basic automatic functions adaptable to a wide pattern of station operation methods.

Whether you're interested for today or for the future, it will be helpful to have the facts from Ampex. Call in the Ampex man, or send for the new Ampex Automatic Programming Brochure.

854 CHARTER STREET, REDWOOD CITY, CALIFORNIA

AMPEX CORPORATION
professional products division

More San Antonio Mommies and Papas Listen Daily to KiTE Than To Any Other Station*

*NCS #2

Call Avery-Knodel, Inc.

ONE OF THE
FIRST 100 MARKETS

WHBF
RADIO & TELEVISION

COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower

CBS
REPRESENTED BY AVERY-KNODEL, INC.

PEOPLE CONTINUED

Edward Lewis, producer-writer, Bryna Productions, Hollywood, named tv program and packaging department head.

Herman Rush, president, Flamingo Telefilm Sales Inc., N. Y., and **Lee Savin,** Hollywood sales representative, to Batjac Corp. as sales representatives.

Robert Newgard, sales staff, Interstate Television Corp. N. Y., appointed Chicago sales staff, Screen Gems Inc.

Peter Packer and **Jacques Surmagne,** producers assigned to work on development of series for TCF-TV Productions.

NETWORKS

Charles Manno, associate staff director, American Broadcasting Network, named assistant national program director.

Charles Fagan, program services staff, CBS-TV N. Y., appointed assistant to manager of program services.

Mel Toling, Neil (Doc) Simon, Mike Stewart and **Danny Simon,** appointed writers on forthcoming *Sid Caesar Show* scheduled to debut on ABC-TV Jan. 26 (Sunday 9-9:30 P.M.). Also appointed: **Frank Bunetta,** director, **Bernie Green,** musical director, and **Jim McNaughton,** scenic designer.

Harold C. Lund, vice president, Westinghouse Broadcasting Co., in charge of KDKA-AM-TV Pittsburgh, elected chief barker, Variety Club Tent Number 1, same city, for 1958.

Carroll Marts, resigned MBS executive and new station property buyer, to ABC-TV Central Div. sales department as account executive.

Gay Pauley, women's news editor, United Press, joins MBS today (Monday) as radio broadcaster. MBS London correspondent **Richard Kaplan** has been transferred to Oslo, Norway, and will be replaced in London by **Larry Solon,** formerly with BBC.

Bernard (Whitey) Berquist, music conductor, NBC's *National Farm and Home Hour,* resigns after 19 years with network in Chicago.

STATIONS

◄ **Robert R. Meskill,** vice president and partner, WKID Broadcasting Co., assumes additional duties as general manager of WKID Urbana, Ill. Mr. Meskill formerly was account executive at CBS Radio Spot Sales, Chicago.

Sterling Zimmerman, regional sales manager, KGBT-AM-TV Harlingen, Tex., to KLFY-TV Lafayette, La., as general sales manager.

Richard D. Cross, president, Vision Films Inc. New Orleans, to WDSU-TV, same city, as programming manager. He succeeds **Tom Hicks** who has resigned.

◄ **Robert J. Kent,** formerly director, WTTG (TV) Washington, to WIPA Annapolis, Md. as owner-general manager.

Nicholas A. Bell, commercial manager, WGUY Bangor, Me., promoted to general manager. **David J. Hart** joins station as program director.

Verne Paule, news-special events director, WJPS Evansville, Ind., named general manager, succeeding **Jack McLean** who remains with station as advisor-sportscaster and **Fred Rollison,** formerly with WFIE-TV, same city, succeeds Mr. Paule. **Betty Stacer,** formerly editor, Evansville College's *Crescent,* to WJPS as continuity director, succeeding **Marilou Berry,** resigned. **John George** joins as announcer.

Jack Wallace, sales ► manager, KWBY Colorado Springs, promoted to assistant station manager. Mr. Wallace will handle regional and national accounts.

Bill Mims, account ex- ► ecutive, KOAT-TV Albuquerque, to KWBY as sales manager, succeeding Mr. Wallace (see above). Before joining KWBY, Mr. Mims was sales manager, KQUE Albuquerque.

H. Ted Roney, formerly with WMPS Memphis to KOME Tulsa, Okla., as general manager. **Stan Hagan** and **J. Howard Engle,** formerly with KTUL Tulsa, and **Bob Latting** production manager and account executive, respectively. **Carol Nan McDonald,** formerly with KTUL Tulsa, and **Bob Latting** to KOME as director of continuity and chief announcer, respectively.

◄ **Al Evans,** account executive, WOKJ Jackson, Miss., promoted to station manager.

Shaun Murphy, sales service director, KTVI (TV) St. Louis, named national sales manager, succeeded by **James W. Svehla Jr.** Mr. Murphy formerly was manager of WATS Sayre, Pa., and sales manager of WTVE (TV) Elmira, N. Y. He will coordinate national sales activities with KTVI's national representative, Blair Tv Assoc. Inc.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

◄ **John C. Lee,** sales manager, KBNZ La Junta, to KGHF Pueblo, both Colorado, as commercial manager, succeeding **Ray J. Williams,** resigned.

George E. McGary, formerly sales manager, WANT Richmond, Va., to WANB Waynesburg, Pa., as station manager. He succeeds **Edward J. Kroen** who becomes program director.

Gordon F. Max, production manager, WREC-TV Memphis, to WMBD-TV Peoria, Ill., in similar capacity. WMBD-TV's target-date is January 1958. ►

J. Arthur Stober, formerly co-owner of Singer-Stober Assoc., (tv film producers) Miami Beach, Fla., to WNHC-TV New Haven, Conn., as production manager.

◄ **L. Walton Smith,** advertising and promotion director, WROC-TV Rochester, N. Y., to Transcontinent Television Corp., (WGR-AM-TV Buffalo, WROC-TV, and 50% WSVA-AM-TV Harrisonburg, Va.) N. Y., as promotion manager, headquartering in Rochester.

Louise Jorjorian, promotion assistant, KPIX (TV) San Francisco, to KSFO, same city, as promotion manager. **Clare Van Sickle,** editor of *Imprint,* Foster & Kleiser Co. House organ, succeeds her.

Bernard F. Corson Jr., ► advertising and sales promotion director, Tidy House Products Co. for the past five years, has been appointed assistant manager of WLS Chicago.

William Crowdus, announcer, WFAA Dallas, named program director.

Leon Drew, program director, WXIX (TV) Milwaukee, to KMOX-TV St. Louis in similar capacity. Prior to WXIX, Mr. Drew was production manager of KNXT (TV) Los Angeles (see cut).

Jonathan Karas, professor of physics, U. of New Hampshire, to WBZ-TV Boston, as science director.

Peter Anthony McMahon, agency sales supervisor, KSDO San Diego, named sales director.

Sydney Smith, producer-director, KPTV (TV) Portland, Ore., named account executive.

Frank Swan, formerly with KOBY San Francisco, **G. M. (Jerry) Hauser,** formerly part-owner, KAFP Petaluma, and **Ray Bohannan,** formerly with Bohannan Adv.,

There's still time to cash in on the *fabulous*

SESAC CHRISTMAS PACKAGE . . .

containing:

• 13 sparkling Christmas Scripts.
7—half hour shows
6—quarter hour shows

This series of original, distinctively different holiday shows may be used on a spot basis or as regularly sponsored fifteen or thirty minute shows.

• 15 discs all featuring the world's finest secular and religious music exclusively performed for the SESAC Transcribed Library. Recorded on professional 16" transcriptions. Discs must be returned by January 30, 1958, thus giving you ample time to get by the holiday rush. You keep the scripts. A fabulous value . . .

all for only $49.50 complete!

ORDER AT ONCE

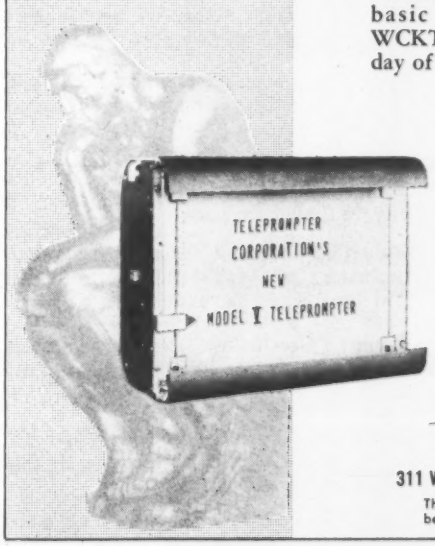
sesac inc.

The Coliseum Tower—10 Columbus Circle
New York 19, New York

...its words to the wise are sufficient

"TelePrompTer permits the local announcer to make a great many appearances with authority and intimacy. TelePrompTer was included as part of our basic equipment at WCKT from the first day of our operation."

Mr. Charles Kelly
Operations Manager
WCKT
Miami, Florida



TelePrompTer cueing apparatus is rapidly becoming the greatest time-saver in the television industry.

TELEPROMPTER CORPORATION

Jim Blair, *Equip. Sales Mgr.*

311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The one rear screen projector that permits color slides to be picked up by color cameras is the new TelePro 6000

HAIL AND FAREWELL party at the local University Club signified the "changing order" of executives at WXIX (TV) Milwaukee, Wis. L. to r: Charles E. Hinds Jr., program director; Frank J. Shakespeare Jr., new WXIX general manager; Robert Uehlein Jr., vice president and general sales manager, Jos. Schlitz Brewing Co., Edmund Bunker, formerly WXIX general manager now vice president and station relations director of CBS-TV, N. Y., and Leon Drew, WXIX program director, who leaves to join KMOX St. Louis, Mo., in similar capacity.

Oakland, to KGMS Sacramento, all California, as account executives.

Steve Schaffer, formerly sales manager, Guardian Development Co. (product promotion) N. Y., to KRHM (FM) Hollywood, as account executive.

James A. Yergin, formerly manager of presentations, promoted to advertising manager of WOR-AM-TV New York, replacing Robert J. Sullivan, resigned.

◄ **David L. Smith,** member of program-production department at WISH-TV Indianapolis, appointed production manager.

Clovis Goraum, advertising-merchandising head, E. E. Saunders Co. (food specialists), to WKAB Mobile, Ala. sales staff.

Charles L. Murn, formerly with Ted Bates & Co., N. Y., and **Ray Downing** to WOKO Albany as account executives. **Frank McEvoy** to station sales staff.

Monroe Falitz, formerly salesman, WLIB New York, to WRCA there, in similar capacity.

Robert J. Knodell to KTZO Ottumwa, Iowa; **Wayne Nelson** to WBBM Chicago; **Kenneth N. Bunch,** WYSR Franklin, Va.; **Lee Tabor,** KRMW The Dalles, **John Kline** KOHU Hermiston, both Oregon; **Gordon R. Travis,** KORN Mitchell, S. D.; **Quintilio Cera,** KOMU-TV Columbia, Mo.; **Jacklyn Cumber,** WGEM-TV Quincy, Ill., and **Rudolf Herrig** to KSL-TV Salt Lake City. All are Northwest Schools graduates.

Doc Lemon, formerly with KSO Des Moines, Iowa, to WCUE Akron, Ohio as air personality and programming consultant.

Bernie Bouma, account executive, KTBS-TV Shreveport, La., resigns to form own agency. **Red Whittington** joins station as cameraman.

Bill Clark, formerly with WERI Westerly, R. I., to WKMF Flint, Mich., as sports director.

Charles K. Chrismon, chief engineer, WFLO Farmville, to WHBG Harrisonburg, both Virginia, as chief engineer and salesman. **O. C. Covington** succeeds him.

Bill Pierson, news reporter, and **John Rickwa,** newscaster, to KTLN Denver, as head of remote broadcast section and newscaster respectively. **Bob Badger** joins station as announcer.

Gary S. Franklin, news-public service director, WAVY-TV Portsmouth, Va., to WJZ-TV Baltimore news staff.

Jim Williams, announcer, WWSW Pittsburgh, to KDKA, same city, as announcer and host of *Parade of Hits.*

Robb Busse, assistant producer, WXYZ-TV Detroit, to WSNY Schenectady, N. Y., as announcer.

Verne Freeman, formerly announcer, WLBT (TV) Jackson, Miss., to WJQS, same city, in similar capacity.

Robert J. Lurtsema, formerly network coordinator, WNAC-TV Boston, to WXCN-FM Providence, as announcer.

Johnny Goodfellow, formerly orchestra singer-arranger, to WIRE Indianapolis as announcer.

J. B. Fuqua, owner-president, WJBF (TV) Augusta, Ga., elected to Georgia House of Representatives Nov. 5.

Burritt Wheeler, 73, whose Monday-Friday, 4:15-5 p.m., program of homespun philosophy had been broadcast on KFI Los Angeles since 1948, died Nov. 11, after long illness.

PROGRAM SERVICES

John Madigan, radio news manager, United Press, N. Y., named S. F. manager, succeeding **Henry Rieger,** who becomes L. A. manager. Mr. Rieger replaces **William E. Best,** resigned to enter public relations. **George McClelland Sebree III,** manager, UP bureau, Jefferson City, Mo., transfers to Tulsa, Okla., in similar capacity. **Robert L. Debo,** city editor, *Cincinnati Post,* succeeds him.

John E. Phillips, formerly in sales-promotion, and **Carlin J. Heiman,** formerly with MBS, to A. C. Nielsen Co. (station index), client service staff in Chicago and N. Y., respectively. **Erwin H. Ephron,** formerly with ABC, to Nielsen's broadcast division in N. Y., as assistant public relations-publicity director.

MANUFACTURING

Russell M. Alston plant manager, Conrac Inc. (tv receivers-industrial monitors) Glendora, Calif., elected vice president in charge of manufacturing.

Crump Smith, formerly manager of advertising and sales promotion, International Telephone & Telegraph Corp.'s Federal Telephone & Radio Co., Clifton, N. J., to manager of institutional-export advertising, coordinator of trade shows-exhibits by company's U. S. divisions and subsidiaries.

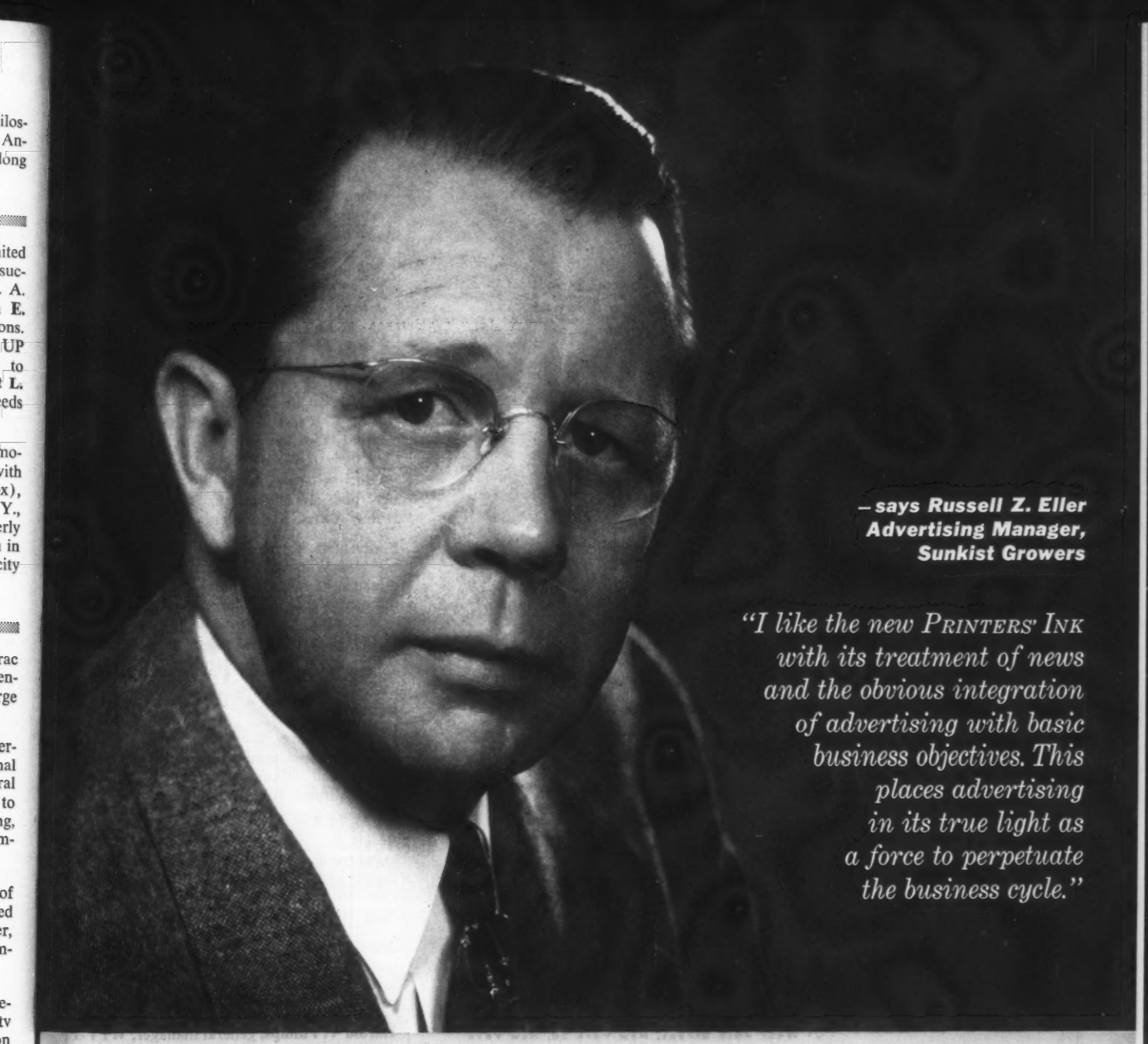
David A. Thomas, formerly chairman of board and president, Babb Co., appointed industrial business development manager, RCA Industrial Electronic Products, Camden, N. J.

Fred J. Vogt, chassis and sub-assembly foreman, Hoffman Electronics Corp., radio-tv division, L. A., named division production manager.

S. Krinsky, chief engineer, Chromatic Tv Labs. (electronic division, Paramount Pictures), to Western Engineering, Van Nuys, Calif. (division of Telechrome Manufacturing Corp., Long Island, N. Y.), as director.

Clarence D. Tuska, patent operations director, RCA Labs., David Sarnoff Research Center, Princeton, N. J., named patent staff consultant. **Olin V. Mitchell,** manager, home instruments, patent operations, succeeds him.

Westinghouse Electric Corp. announces appointments of marketing directors for three of company's major product divisions. Appointed were: **S. F. Davies,** with WEC since 1939 and most recently sales manager of Micarta division, Hampton, S. C., to marketing director, General Products division; **L. H. Loufek,** to continue as manager of customer relations and retail syndicate operation, also will serve as marketing director, apparatus products; and **R. M. Wilson,** since 1954 sales manager of Defense Prod-



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IVONE THE TESTY

Sir Ivone Kirkpatrick, appointed to head Great Britain's commercial television service, Independent Television Authority, either enjoys a challenge or possibly neglected to consult a vocational counselor before he took the job. At a London news conference after his appointment, Sir Ivone said he doesn't like commercials very much and added quiz programs and crooning to the peeve list. The new commercial tv chief succeeds Sir Kenneth Clark, who resigned the $8,500-a-year post last August. Sir Ivone is retired from the British Foreign Office.

ucts division, Pittsburgh, to marketing director, Defense Products.

Fred Hertz, formerly with radio-tv department of Willard Alexander Inc., appointed director of programming and production, Gotham Recording Corp., New York.

INTERNATIONAL

Johnny Nadon, sales staff, Canadian Marconi radio-tv sales division, to CJMS Montreal, as manager.

Peter Stursberg, formerly United Nations commentator, Canadian Broadcasting Corp., to research officer in office of Canadian Prime Minister John Diefenbaker, at Ottawa.

H. M. Smith, regional engineer, Canadian Broadcasting Corp., Halifax, N. S., has been loaned to Jamaican government to advise on broadcast engineering problems.

TRADE ASSNS.

John P. Cunningham, president of Cunningham & Walsh, N. Y., named to board of directors and executive committee of Advertising Federation of America.

Harold V. Phillips, general manager, WTVH (TV) Peoria, Ill., named midwest vice president of Committee for Competitive Tv.

Julius Haber, Radio Corp. of America, renamed 1957-58 public relations-advertising chairman of Electronics Industries Assn., Washington.

Dr. Burton Paulu, radio-tv director, U. of Minnesota, re-elected president of National Assn. of Educational Broadcasters, St. Louis.

Lafe Williams, KFEQ-AM-TV St. Joseph, Mo., elected chairman of Missouri AP Radio-Tv Assn., succeeding **Bill Bowers,** KTTS-AM-TV Springfield. **Dale Low** of KNCM Moberly named vice chairman.

Norman E. Watts, managing director, Advertising Club of L. A., resigns Dec. 31.

EDUCATION

Don Quayle, news supervisor, WOSU Columbus (Ohio State U.), named acting program director, succeeding **Les Spencer** who joins WBNS, same city.

Station Authorizations, Applications

(As Compiled by Broadcasting)

November 7 through November 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through Nov. 13

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,092	3,279	306	488	158
Fm	522	580	79	90	17

FCC Commercial Station Authorizations

As of Oct. 31, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,092	522	379
Cps on air	3,157	533	536
Cps not on air	122	47	119
Total authorized	3,279	580	655
Applications in hearing	158	17	84
New stations request	368	29	75
New station bids in hearing	116	9	50
Facilities change requests	217	17	42
Total applications pending	1,177	138	356
Licenses deleted in Aug.	0	1	0
Cps deleted in Aug.	4	0	2

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Nov. 13

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	407	84	491[1]
Noncomm. Educational	21	5	26[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	364	328	692[1]
Noncomm. Educational	29	21	50[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,127	337	881	591	1,472[3]
Noncomm. Educ.	68		38	34	72[4]
Total	1,195	337	919	625	1,538[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTIONS BY FCC

Mitchell, S. Dak., Mitchell Bcstg. Ass'n., Inc. (P. O. Box 736)—Granted cp for new tv station to operate on ch. 5; ERP 13.7 dbk (23.4 kw) vis. and 10.7 dbk (11.7 kw) aur.; ant. 570 ft.; waived Sect. 3.613(b) to permit main studio to be located at trans. site about half mile from city limits. Announced Nov. 13.

Houma, La., St. Anthony Tele. Corp.—Designated for consolidated hearing applications for new tv stations to operate on ch. 11.

New Orleans, La., Oklahoma Television Corp.—Designated for consolidated hearing applications of **Oklahoma** for new tv station to operate on ch. 12 and **Supreme** for mod. of cp to operate on ch. 12 in lieu of ch. 20. Announced Nov. 7.

St. Louis, Mo., Louisiana Purchase Co.—Designated for consolidated hearing applications of **Louisiana** for cp for new tv station to operate on ch. 2, and **Signal** for modification of cp to operate on ch. 2 in lieu of ch. 36. Comr. Mack abstained from voting. Announced Nov. 7.

Fargo, N. Dak., North Dakota Bcstg. Co., Inc.—Designated for consolidated hearing applications for new tv stations to operate on ch. 11 in Fargo. Announced Nov. 7.

APPLICATIONS

Waycross, Ga.—John H. Phipps, vhf ch. 8 (180-186 mc); ERP 5.244 kw vis., 2.8 kw aur.; ant. height above average terrain 462 ft., above ground 500 ft. Estimated construction cost $122,800, first year operating cost $120,000, revenue $125,000. P. O. address Box 3166, Tallahassee, Fla. Studio and trans. location Waycross, Ga. Geographic coordinates 31° 11′ 50″ N. Lat., 82° 21′ 18″ W. Long. Trans. RCA, ant. GE. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer W. A. Snowden Jr., Tallahassee, Fla. **Mr. Phipps,** sole owner, is owner of **WTAL Tallahassee, Fla., WTYS Marianna, Fla., WKTG Thomasville, Ga., WCTV (TV) Thomasville, Ga.,** and **WPTV (TV) West Palm Beach, Fla.** Announced Nov. 7.

Moline, Ill.—Illiway Television Inc. vhf ch. 8 (180-186 mc); ERP .316 kw vis., 158.5 kw aur.; ant. height above average terrain 928 ft., above ground 996 ft. Estimated construction cost $670,000, first year operating cost $675,000, revenue $725,000. P. O. address 403 Safety Bldg., Rock Island, Ill. Studio location, Moline, Ill. Trans. location, Lynn Center, Ill. Geographic coordinates 41° 17′ 31″

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N. Lat., 90° 20' 32" W. Long. Trans., ant. RCA. Legal counsel Cohn and Marks, Wash., D. C. Consulting engineer Lohnes and Culver, Wash., D. C. Principals include **Stanley H. Guyer** (20%), **L. F. Gran** (11½%), **Bruce R. Gran** (11½%), **Oscar W. Ellis, Wm. E. Bettendorf, Lambert I. Engdahl, Kenneth G. Sturtevant, Joseph M. Baisch, S. P. Durr, Ruth Davis** (each 5%) and others. Mr. Guyer was 6% stockholder, **WREX-TV Rockford, Ill.** L. F. Gran has theatre interests. Bruce Gran was 32.5% stockholder, WREX-TV. Mr. Baisch was 1.4% stockholder, WREX-TV. Ruth Davis is housewife. Dr. Durr is physician. The others have various business interests. Announced Nov. 13.

Existing Tv Stations

ACTIONS BY FCC

KXLF-TV ch. 4, Butte, Mont.—Granted application for private tv intercity relay system for off-the-air pickup of programs of **KID-TV** (ch. 3) **Idaho Falls, Idaho,** for rebroadcast by **KXLF-TV.** Announced Nov. 7.

WSPD-TV ch. 13, Toledo, Ohio—Is being advised that application for mod. of cp to move trans. to about 6½ miles northeast of city, increase ant. from 510 ft. to 1,000 ft., with ERP 316 kw vis., and make other equipment changes, indicates the necessity of a hearing.

CALL LETTERS ASSIGNED

KNME-TV Albuquerque, N. M.—Regents of the U. of N. M. and Bd. of Education of City of Albuquerque; non-commercial ETV.

Allocations

TV CHANNEL CHANGES

By report and order, Commission finalized rule making in Docket 12173 and amended its tv table of assignments by deleting ch. 3 from **Cheyenne, Wyo.,** and adding it to **Sterling, Colo.,** deleting ch. 8 from **Ainsworth, Nebr.,** and substituting ch. 8 for ch. 3 in **McCook, Nebr.,** effective Dec. 11.

PROPOSED TV CHANNEL CHANGE

Commission invites comments by Nov. 25 to notice of proposed rule making looking toward substituting ch. 75 for ch. 74 in **Lewistown, Pa.,** so that latter channel may be available for tv translator service in North Warren, Pa., area. **Conewango Valley Television, Inc.,** filed application for tv translator station on ch. 75 in **North Warren,** but this assignment conflicts with proposal in Docket 12076 to assign ch. 75 to Erie, Pa.

Translators

ACTIONS BY FCC

Pershing County Chamber of Commerce, Lovelock, Nev.—Granted cp for new tv translator station on ch. 70 to translate programs of **KOLO-TV** (ch. 8) **Reno.** Announced Nov. 7.

Charles A. Nelson, Paradise Valley and Golconda, Nev.—Granted cp for new tv translator station on ch. 74 to translate programs of **KBOI-TV** (ch. 2) **Boise, Idaho.**

UHF—Television For Gallup Ass'n., Gallup, N. Mex.—Granted cp for new tv translator station on ch. 70 to translate programs of **KOB-TV** (ch. 4) **Albuquerque.**

CALL LETTERS ASSIGNED*

K74AL Gold Beach, Ore.—Community Television Assn.

K70AY Lovelock, Nev.—Pershing County Chamber of Commerce.

W81AA Lebanon & Hanover, N. H.—Springfield Television Bcstg. Corp.

K80AJ San Saba, Tex.—Norman R. Phillips.

*Translator channels are designated by the numbers in their call letters.

New Am Stations

ACTIONS BY FCC

Fordyce, Ark.—Albert Mack Smith, Phillip D. Brady and Louis Alford, partnership d/b as **Dallas County Bcstg. Co.,** granted 1570 kc, 250 w D, remote control trans. P. O. address % Mr. Brady, Box 604, McComb, Miss. Estimated construction cost $6,245, first year operating cost $19,000, revenue $24,000. Principals own **WAPF McComb, WMDC Hazlehurst, Miss.,** and **WABL Amite, La.** Announced Nov. 7.

Santa Rosa Bcstg. Co., Santa Rosa, Calif.; KRAK, Golden Valley Bcstg. Co., Stockton, Calif.; Radio Santa Rosa, Santa Rosa, Calif.—Designated for consolidated hearing applications of **Santa Rosa** for new am station to operate on 1150 kc, 1 kw DA-D; **Golden Valley** to increase power of **KRAK** from 5 to 50 kw, and change from DA-N to DA-1, continuing operation on 1140 kc unl., and **Radio Santa Rosa** for new am station to operate on 1150 kc, 500 w, 5 kw LS, DA-2, unl. Announced Nov. 7.

Bassett, Va., Radio Franklin Inc.—Designated for consolidated hearing applications for new am stations. **Radio Franklin** to operate on 1290 kc, 1 kw D, and **Goodman** to operate on 1270 kc, 500 w D. Announced Nov. 7.

APPLICATIONS

Pomona-Claremont, Calif.—Intrastate Bcstrs., 1220 kc, 250 w D. P. O. address Saul R. Levine, 6399 Wilshire Blvd., Los Angeles 48, Calif. Estimated construction cost $24,445, first year operating cost $48,000, revenue $50,000. Owners are **Harriscope Inc.** (Calif. corp.), **Abbott London** and **Saul Robert Levine** (each ½). Harriscope Inc. has owned **KTWO-TV Casper** and **KTWX-TV Sheridan,** both **Wyo.** Mr. Abbott has real estate and construction interests. Mr. Levine is 25% owner **KCAL Redlands, Calif.** Announced Nov. 13.

Granite City, Ill.—Madison County Bcstrs., 920 kc, 500 w D. P. O. address James B. Tharpe, 342 West 40th St., New York. Estimated construction cost $60,829, first year operating cost $120,000, revenue $120,000. Owners are **Joseph L. Rosenmiller Jr.** (50%) and **James B. Tharpe** (50%). Mr. Rosenmiller is vice pres.-58% stockholder of **WESO Southbridge, Mass.,** pres.-52% stockholder of **WCTC-AM-FM New Brunswick, N. J.** Mr. Tharpe is 5% stockholder of preferred stock and 2.5% stockholder of common stock of **Texas Telecasting Inc.,** licensee of **KDUB-AM-TV Lubbock, Tex., KPAR-TV Sweetwater, Tex.,** and **KEDY-TV Big Springs, Tex.** Announced Nov. 12.

Portageville, Mo.—New Madrid County Bcstg. Co., 1050 kc, 250 w D. P. O. address Charles W. Stratton, 710 Pryor St., Mayfield, Ky. Estimated construction cost $11,040, first year operating cost $24,000, revenue $30,000. Owners are **Shelby McCallum** (25%), **Smith Dunn** (25%), **Mose Bohn, H. D. Bohn** and **Chas. W. Stratton** (each 16⅔%). Mr. McCallum is owner of **WCBL Benton, Ky.** Mr. Dunn is U. S. rural mail carrier. Mr. Mose Bohn is ⅓ owner of **WKTM Mayfield, Ky.,** as are H. D. Bohn and Chas. Stratton. Mr. Stratton also owns ⅓ of **WKOA Hopkinsville, Ky.** Messrs. Bohn, Bohn and Stratton will, with FCC approval, be ⅓ owners of **WNGO Mayfield** and WKTM will be deleted; upon this deletion this application is contingent. Announced Nov. 12.

Rio Piedras, P. R.—Julio Morales Ortiz, 1200 kc, 250 w unl. P. O. address Box 335, Hato Rey, P. R. Estimated construction cost $12,500, first year operating cost $30,000, revenue $42,000. Sr. Ortiz, sole owner, is 2 shares owner of **WRIO**

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Rio Piedras, which he will sell upon grant of this application. Announced Nov. 13.

Existing Am Stations

ACTIONS BY FCC

WPOW Brooklyn, N. Y.—Granted application to change station location to New York City, establish main studio at 41 E. 42nd St., and maintain aux. studios at trans. (operates on 1330 kc, 5 kw DA-1, sharing time with **WEVD New York,** and **WHAZ Troy**). Announced Nov. 7.

KGIL San Fernando, Calif.—Designated for hearing application for change on 1260 kc from 1 kw DA-1 unl., to 1 kw, 5 kw LS, DA-2 unl.; made **KPPC Pasadena,** party to proceeding. Announced Nov. 7.

CALL LETTERS ASSIGNED

WBYE Calera, Ala.—Shelby County Bcstg. Co., 1370 kc. Changed from WSCB.

WTYM East Longmeadow, Mass.—Springfield Bcstg. Co., 1600 kc. Changed from WJKO.

WRNB New Bern, N. C.—WBOF-TV Inc., 1490 kc. Changed from WOOW.

WTHE Spartanburg, S. C.—Spartanburg Bcstg. Co., 1400 kc. Changed from WJAN. Effective Jan. 1, 1958.

WEZE Boston, Mass.—Vic Diehm Assoc. Inc., 1260 kc. Changed from WUDA. Effective Dec. 2.

New Fm Stations

ACTIONS BY FCC

Hamilton, Ohio, The Fort Hamilton Bcstg. Co.—Granted 103.5 mc, 8.7 kw unl. P. O. address Robert L. Odson, Second National Bank Bldg., Hamilton. Applicant intends to use tower and equipment already in good operating order, previously used by WMOH-FM. Principals include **John C. Slade** (50%), **Herbert G. Pabst** (21.45%) and others. Messrs. Slade and Pabst have interests in **WMOH Hamilton.** Announced Nov. 7.

Middletown, Ohio—Paul F. Braden—Granted 105.9 mc, 7.8 kw unl. P. O. address WPFB, Central Ave., Middletown. Estimated construction cost $16,100, first year operating cost $3,600, revenue $10,000. Mr. Braden, owner **WPFB Middletown,** will be sole owner. Announced Nov. 7.

APPLICATIONS

Inglewood, Calif.—Albert John Williams, 103.9 mc, 450 kw unl. P. O. address 1310 Fairfield St., Glendale, Calif. Estimated construction cost $8,500, first year operating cost $12,000, revenue $12,000. Mr. Williams, sole owner, is permittee, **KTYM Inglewood, Calif.** Announced Nov. 12.

Kansas City, Kan.—Floyd W. Hurlbert, 98.1 mc, 4.4 kw unl. P. O. address 5094 Rock Creek Lane, Mission, Kan. Estimated construction cost $3,700, first year operating cost $10,800, revenue $15,000. Mr. Hurlbert, sole owner, is division manager, Investors Diversified Syndicate, Kansas City, Mo. Announced Nov. 12.

Existing Fm Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KAFE Oakland, Calif.—Daniel Xavier Solo, 98.1 mc.

WDAS-FM Philadelphia, Pa.—Max M. Leon Inc., 96.5 mc.

Ownership Changes

ACTIONS BY FCC

KBMN Bozeman, Mont.—Granted transfer of control from **Lura B. Penwell,** et al., to **Dale G. S. Moore,** et al. (Mr. Moore has interests in **KVOD Denver; KSLV Monte Vista,** and **KRAI Craig, all Colo.**); consideration $22,000. Announced Nov. 7.

KRIZ Phoenix, Ariz.—Granted assignment of license to **Radio Phoenix, Inc. (Richard B., John L.** and **Burton K. Wheeler** have interest in **KTLN Denver, Colo.**); consideration $100,000. Announced Nov. 7.

WIPA Annapolis, Md.—Granted transfer of control from **James Stolcz,** et al., to **Robert J. Kent;** consideration $49,200, plus assumption of $20,800 liabilities. Announced Nov. 7.

WJKO East Longmeadow, Mass.—Granted transfer of control from **Gerson Askinas,** et al., to **Paul J.** and **Frances P. Perreault,** and **Arthur** and **Helen S. Tacker** (Paul J. Perreault and Arthur Tacker have interest in **WSKI Montpelier, Vt.**); consideration $15,900 for 60.4%. Announced Nov. 7.

WMOU-AM-FM Berlin, N. H.—Granted assignment of licenses to **McKee Bcstg. Co., Inc. (Richard P. and Virginia A. McKee);** consideration $110,000. Announced Nov. 7.

WJWG Conway, N. H.—Granted assignment of license to **McKee Bcstg. Inc.;** consideration $55,000. Announced Nov. 7.

KMIN Grants, N. Mex.—Granted assignment of license to **John Blake** and **David M. Button,** d/b as **Grants Bcstg. Co.;** Mr. Button has interest in **KSVP Artesia, N. Mex.;** consideration $37,500. Announced Nov. 7.

KSTA Coleman, Texas—Granted acquisition of positive control by **Floyd Shelton** (now 30% stockholder) through purchase from **H. H. Jackson** of latter's 50% interest; consideration $35,000. Announced Nov. 7.

WTRB Ripley, Tenn.—Granted assignment of license to **Shelby McCallum, Smith Dunn** and **L. B. Fuqua** d/b as **Lauderdale Bcstg. Co.** (Mr. McCallum owns **WCBL Benton, Ky.**); consideration $19,500. Announced Nov. 7.

KOWB Laramie, Wyo.—Granted transfer of control from **Richard P.** and **Virginia A. McKee** and **Gordon Davis** to **Richard K. Power, John C. Hunter** and **Oswald A. Friend, Jr.** (Messrs. Power and Hunter have interests in **WCMP Pine City, Minn.,** and Mr. Power also has interest in **WAVN Stillwalter, Minn.**); consideration $54,925. Announced Nov. 7.

APPLICATIONS

KSJO San Jose, Calif.—Seeks assignment of license from **Patrick H. Peabody** to **Santa Clara Bcstg. Co.** (a Calif. corp.). Corporate change. No control change. Announced Nov. 13.

KROG Sonora, Calif.—Seeks assignment of license from **Brewster E. Ferrel** to **John H. Robbins** for $20,063. Mr. Robbins was in auto repairs. Announced Nov. 12.

WGHF (FM) Brookfield, Conn.—Seeks acquisition of positive control of licensee corp. **(Eastern Bcstg. System Inc.)** by **August J. Detzer** through purchase of stock from **W. G. H. Finch** and **Elsie G. Finch** for $4.80 per share. Announced Nov. 12.

WROD Daytona Beach, Fla.—Seeks transfer of control of licensee corp. **(Daytona Beach Bcstg. Corp.)** from **John S. Murphy** and **James F. McDonough** to **Radio of Daytona Inc.** for $145,000. Radio of Daytona Inc. is owned by **Morton G. Bassett Jr.** (80%) and **James F. McDonough** (20%). Mr. Bassett is account executive (2% interest) **John Blair,** stations reps. Mr. McDonough has been chief engineer, WROD. Announced Nov. 13.

WFEC Miami, Fla.—Seeks transfer of control of licensee corp. **(Florida East Coast Bcstg. Co., Inc.)** from **Harry Trenner** to **Harry Trenner, Herbert Schorr, Fraternity Assoc. Inc.** and **16 others** through corporate reorganization and issuance of new stock for loan of $135,000. Harry Trenner's present holdings will be reduced to approximately 37%, Herbert Schorr's will be reduced to 30% and new stockholders will own 33⅓%. (See **WRVM Rochester, N. Y.,** below.) Announced Nov. 7.

WMGE Madison, Ga.—Seeks assignment of license from **Dairlyland Bcstg. Co.** to **Howard C. Gilreath** and **F. K. Graham** d/b as **Gilreath** and **Graham** for $30,000. Mr Gilreath is manager of **WVOP Vidalia, Ga.** Mr. Graham is president and 50% owner of manufacturing corp. Announced Nov. 12.

WLS Chicago, Ill.—Seeks transfer of control of licensee corp. from **Agricultural Bcstg. Co.** to **The Prairie Farmer Publishing Co.** Corporate change. No control change. Announced Nov. 13.

KLEE Ottumwa, Iowa—Seeks transfer of control of licensee corp. **(Mid-America Bcstg. Co., Inc.)** from **J. William O'Connor** and **Jack Lester** to **Carroll H. Marts** for $57,500 basic purchase price. Mr. Marts is vice president, sales, **MBS.** Announced Nov. 7.

WFEA Manchester, N. H.—Seeks relinquishment of positive control of licensee corp. by **Farris E. Rahall** through issuance of new stock. Owners' interests: **Farris E. Rahall, N. Joe Rahall, Sam G. Rahall, Clyde R. Fry** and **O. R. Davies** (each 20%). Messrs. Rahall own 23.4% of **WKAP, WQCY (TV) Allentown, Pa.,** 23.8% of **WNAR Norristown, Pa.,** one-third of **WTSP St. Petersburg, Fla.** N. Joe Rahall owns 49.25% of **WWNR Beckley, W. Va.,** while the other two Rahalls each own 15.25%. O. R. Davies is 4.6% owner of WKAP, WQCY (TV) and 4.8% owner of WNAR. He is also manager of WKAP and WQCY (TV). Announced Oct. 28.

WRVM Rochester, N. Y.—Seeks transfer of control of licensee corp. **(Rochester Bcstg. Co., Inc.)** from **Florida East Coast Bcstg. Co. Inc.** to **Fraternity Assoc. Inc.** and **16 other stockholders** through corporate reorganization and issuance of new stock. Upon consummation of transfer of control of Florida East Coast Bcstg. Co. (see **WFEC Miami, Fla.,** above) common stockholders of that company will be identical with stockholders of Rochester Bcstg. Co. Announced Nov. 7.

WHYL Carlisle, Pa., WAYZ Waynesboro, Pa., WFVA Fredericksburg, Va., WAGE Leesburg, Va., WSIG Mt. Jackson, Va., WINC, WRFL (FM) Winchester, Va., WELD Fisher, W. Va.—Seeks involuntary transfer of control of respective licensee corps., or involuntary assignments of licensees or cps, from **Richard F. Lewis Jr.** to **Marion Park Lewis,** executrix of estate of Richard F. Lewis Jr., deceased. Announced Nov. 13.

WEZN Elizabethtown, Pa.—Seeks assignment of cp from **Will Groff** tr/as **Colonial Bcstg. Co.** to **Colonial Bcstg. Co.** (a corp.) for $12,700 plus $5,000 in stock. **Colonial Bcstg. Co.** will be owned by **Lowell W. Williams** (51%), **Richard E. Burg** (29%), **Will Goff** (10%) and **Ella K. Nelson** (10%). Mr. Williams was general manager and 37.5% owner of **WNOW-AM-FM-TV York, Pa.** Mr. Burg is station manager, WNOW-AM-FM-TV. Mr. Goff was announcer-salesman.

Continued on page 135

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum*.**
- **All other classifications 30¢ per word—*$4.00 minimum*. • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Manager wanted immediately for radio station in metropolitan Canadian city. The right man should be strong on sales and promotion and willing to accept real challenge to build up station. Excellent opportunity for man not afraid of plenty of work at least for the first year. Excellent salary and incentive. Also wanted, three salesmen. Rush full details and previous experience to Box 718B, BROADCASTING.

Need a combo manager-salesman for small southwest single market. Must be capable of personal sales, as well as organizational ability to train others in competitive market. Must have knowledge of agency and regional accounts. Box 802B, BROADCASTING.

Station manager or commercial manager. Independent in market of 30,000 with 11 years experience, local, network, small and metropolitan markets with excellent references. Thorough knowledge of music-news operation. Promotion-minded. Can sell against best salesman in town. Available January first 1958. For salary requirements, references, and resume write Box 926B, BROADCASTING.

General manager-aggressive sales. Take charge of excellent well-equipped daytime station in rural eastern seaboard market. Want honest, hard worker who likes small towns and selling. Excellent salary and commission. Box 952B, BROADCASTING.

Strong selling manager wanted for midwest radio and tv station. Wonderful deal for right man. Send full details to Box 969B, BROADCASTING.

Expanding central U. S. station desires manager with proven record. Exceptional opportunity. Good salary. Excellent working conditions. Good salary plus override. Send complete info to Box 970B, BROADCASTING.

Sales

Good opportunity in Wilmington, Delaware for experienced man who can sell radio. Guaranteed $125 per week against 15%. Personal interview necessary. List age, education, experience, present billing. Box 685B, BROADCASTING.

If you are a top radio salesman and ready for management or sales manager of a progressive, fast moving radio station, send full info to Box 972B, BROADCASTING.

Live like a millionaire, and start making your million while you're doing it. Come to California! . . . not just for the winter . . . but for a permanent sales position with a young, aggressive, expanding organization. We'll meet your terms if you're an experienced salesman with a proven production record . . . so no matter how well you're doing now, this is your big chance to make the break to California . . . to start striking it rich without any cut-back from your present income. Apply Radio Station KJOY, Hotel Stockton, Stockton. You'll be glad you did!

Wonderful opportunity for experienced salesman, who wants permanent position. Rich market, plenty of business. Most ideal spot in California to live. One hour to trout fishing and hunting. All new RCA equipment. We want a high type man who will become part of the community. Radio Station KONG, P. O. Box 1429, Visalia, California.

Immediate opening for experienced local sales manager. Excellent opportunity for qualified man with top, fulltime station in flourishing market. Send full particulars in first letter to General Manager, WCLI, Corning, New York.

Salesman-announcer-engineers-continuity writer. WCLW, 791 McPherson St., Mansfield, Ohio.

We are looking for a saleslady to assist in radio time sales. We would like one with either agency or station experience. A guaranteed salary plus commissions to handle specialty accounts. Some air time if desired. Send photo and full information. WFRO, Fremont, Ohio.

Immediate opening for experienced salesman. Established accounts and market. Guarantee against commission. This is a well paying position for the ambitious salesman. Send full information, experience and photo. You will be called by phone for personal interview if your qualifications meet requirements. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

RADIO

Help Wanted—(Cont'd)

Sales

Write your own ticket! Sales opening at WLOB, Portland's top station and key Lobster Network outlet, means opportunity for top man. Grow with us! Contact Mel Stone, WLOB, Portland, Maine.

Announcers

Pennsylvania chain needs experienced announcers. Good working conditions. 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, BROADCASTING.

2 years experience. Strong music, Basie to Beethoven. News, write continuity and copy. Tops on board. Box 525B, BROADCASTING.

Need tape, resume, photo from versatile announcer. 50 kw central New York station. Box 762B, BROADCASTING.

Immediate opening for staff announcer qualified also as newsman. 1,000 watt independent near Chicago. Personal interview necessary, detail age, education, experience in resume. Box 821B, BROADCASTING.

TV affiliated first station in five-station midwest medium market desires capable board-operating morning man with sound staff qualifications and television potential. No eccentrics considered. Address tape, resume, snapshot and requirements to Box 863B, BROADCASTING.

In and around Dallas, Texas, we need good announcers, no dj's please. Must know good music, send tape and resume to Box 875B, BROADCASTING.

Will have opening around January first for chief announcer. Excellent proposition for man capable assistance on sales and copy or play-by-play sports. Single station market Rocky Mountain west. Box 925B, BROADCASTING.

Two openings. Needed immediately. Top-notch dj and good experienced announcer for outstanding Illinois radio station. Salary tops in major market. Send resume, photo and tape to Box 956B, BROADCASTING.

If you can come into a major market, take over four hours of 5 kw music and news station, and build an audience in three months on your personality, then you're the man we want. Send audition tape and resume. Box 957B, BROADCASTING.

Disc jockey and special events man for top-rated show on top-rated news and music indie. Sunny Florida living in booming market. Send tape, resume, etc., to Box 958B, BROADCASTING.

Immediate opening—dj midwest. Peppy. Experienced. Introduce records in rhyme. $150 week. Box 102C, BROADCASTING.

Want experienced dj for morning show. Strong on commercials. $350 to $375 month. Good future. Growing area. Mild climate. Good beaches. Send tape, resume to Manager, KBRZ, Freeport, Texas.

Need good combination disc jockey. Play-by-play man or play-by-play salesman. First class helpful but not necessary. Salary, talent and commission. KFJI, Klamath Falls, Oregon.

Experienced announcer. Can also sell at high percentage, to later become commercial manager. Contact Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, Louisiana, Fairfax 3-4617.

Snappy announcer-salesman. If you have "zoom" for music and news phone KPRK, Livingston, Montana. Paying eighty-five dollars week plus fifteen percent commission to start.

RADIO

Help Wanted—(Cont'd)

Announcers

Sports announcer for year-around play-by-play. Apply E. C. Pieplow, KSDN, Aberdeen, South Dakota.

Announcer with first phone, no maintenance, contact G. C. Packard, KTRC, Santa Fe, N. M.

Announcer experienced all phases needed immediately by 5,000 watt NBC station, city of 17,000. Our man should hail from Kansas or adjacent states. This is permanent position with good station and floaters need not apply. Send audition, references, marital and draft status, and salary requirements to Jim Heaton, KVGB, Great Bend, Kansas.

Announcer with approximately one year experience looking for permanency and a real future, for morning show. Send tape, resume and pictures to WARK, Hagerstown, Maryland.

Announcer-newsman who would like to take over complete news department. Must be able to gather, write and broadcast. Good opportunity in a good news station. WBYS, Canton, Illinois.

Experienced staff dj. All-round man. WKLZ, Kalamazoo, Michigan.

WPAZ Pottstown, Pa. needs personality disc jockey. Salary open, profit sharing.

Fulltime 5 kw, independent, wants pop dj who can do news, and who wants to become a member of growing organization. Start at $75.00 per week. Send tape, resume and photo to T. C. Hooper, Radio Station WQOK, P. O. Box 298, Greenville, S. C.

Wanted, announcer with sports experience. Joe Phillips, WSSO, Starkville, Mississippi, home of Mississippi State College.

Ohio, immediate—dj, fast paced, experienced. Call Akron, Blackstone 3-6171.

Big small town market of 70,000 (general vicinity of Atlanta) wants combo man with 1st phone ticket for night shift—never more than 4 or 5 hours per night on board, only 5 nights a week. Must have good voice. Send tape, resume and desired starting salary immediately to Don Mitchell, 230 Lakeview Ave., NE, Atlanta 5, Georgia.

Technical

Need an engineer-announcer for small southwest single market. Prefer man from the southwest. Box 801B, BROADCASTING.

Wanted engineer for 5000 watt network affiliate, south, must stay sober, be cooperative, energetic with good character. Full information photo, references required first letter. Box 804B, BROADCASTING.

Florida east coast daytimer needs combo-man. Would be chief engineer. Good base. Can sell if desired. Box 922B, BROADCASTING.

Engineer-announcer with first class ticket for combo work in major market. Good voice and experience required. Send audition tape and resume. Box 957B, BROADCASTING.

Chief engineer-announcer or chief engineer-salesman with solid experience either combination, salary to $125 depending. Midwest preferred. Require complete resume, tape, picture. Box 961B, BROADCASTING.

Chief engineer-announcer or sales. California indie. Must be responsible, sober, strong on experience and ability. Top remuneration. Can buy share. Send resume, photo, tape first mail. Box 984B, BROADCASTING.

Eastern Kentucky daytimer needs first class engineer immediately. Send complete resume. Box 991B, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted, engineer-announcer with first class phone. Central Penna Network affiliate. Experience preferred, immediate opening, benefits. Write Box 999B, BROADCASTING.

Wanted, first phone, with good voice, unlimited opportunities and good pay, desirable place to work, with good staff. Contact Mike Donovan, KANA, Anaconda, Mont.

Combination engineer-announcer needed immediately. Good salary. Excellent working conditions. Call, wire or write Les Ryder, KCIL, Houma, Louisiana.

Engineer-announcer. Combination board work and maintenance. First phone. Contact KCOW Radio, Alliance, Nebraska.

Chief engineer-announcer send tape and resume to KWOW, Pomona, California.

Engineer wanted with 1st class radio-telephone license. Apply WBEC, 33 Eagle Street, Pittsfield, Mass.

Technical supervisor take charge well equipped am-fm operation. New Gates kilowatt am, GE fm transmitters, remote controlled. Applicants must have several years all-around maintenance experience. Excellent opportunity for engineer preferring station which maintains A-1 equipment condition. Contact Ray Cheney, WMIX, Mt. Vernon, Illinois.

Wanted, engineer, first class, for 5 kw directional, no announcing required. Contact Harry W. Jackson, CE, WMMN, Fairmont, W. Va.

Production-Programming, Others

Someone to handle traffic and some correspondence. Progressive station. Northwest North Carolina. Wonderful climate. Excellent pay to the right person. Box 882B, BROADCASTING.

Want experienced local newsman. Photographic experience helpful. Pay in three figures for right man. Send pix, tape and full facts. Box 940B, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 946B, BROADCASTING.

The BIG MONEY goes to F. C. C. LICENSED MEN!

F.C.C. License—the Key to Better Jobs

An **FCC commercial** (not amateur) license is your ticket to higher pay and more interesting employment. This license is **Federal Government** evidence of your qualification. Employers are eager to hire **licensed** technicians.

Grantham Training Does the Job

Grantham School of Electronics **specializes** in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

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You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Our free booklet gives details of both types of courses. Send for your free copy today.

MAIL TO SCHOOL NEAREST YOU.

Grantham Schools, Desk 14-F

821 19th Street N. W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name ----------

Address ----------

City ---------- State ----------

I am interested in:

☐ Home Study, ☐ Resident Classes

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Immediate opening for good, experienced continuity director for pace setting radio station in major midwest market (Illinois). Salary tops. Send samples, photo, background. Box 956B, BROADCASTING.

Experienced woman office and traffic manager with bookkeeping knowledge and well-rounded small station background. Salary to $85. Furnish complete resume, references, picture. Midwest. Box 962B, BROADCASTING.

5000 watt Mutual station desires ambitions program director for progressive midwest market. Terrific opportunity. Send full info to Box 971B, BROADCASTING.

Immediate opening for experienced radio creative newsman. WCOJ, Coatesville, Penna.

Copywriter. Experienced. Send details. WEOK, Poughkeepsie, N. Y.

Newsman, no experience necessary. $60 week to start. Journalism background preferred. Enthusiasm desired. No clock watchers please. Contact News Director, Ed Leonard, WICH, P. O. Box 629, Norwich, Connecticut, pronto.

Newsman. Radio-television, capable leg and air man with small market station experience who can gather, write, and air news; journalism education background preferred: married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson. WKBN, Youngstown, Ohio. Sterling 2-1145.

News director needed for local news operation which covers suburbs north of New York City. Good news background, voice necessary. Modern air-conditioned studios, happy people, good salary and future. Present news editor leaving after eight mutually happy years. Send resume, tape at once. WLNA, Peekskill, New York.

RADIO

Situations Wanted

Management

Permanent location, with opportunity of part ownership. Experienced all phases. Box 807B, BROADCASTING.

Seeking first opportunity as manager. Ten years radio-tv-theatre. 30, married, mature. Box 862B, BROADCASTING.

Seeking job manager small station southern states working interest or salary. Experienced announcing, sales programming. Not a super radio man, just plain common sense. Ambitious. References. Available immediately. Box 884B, BROADCASTING.

Mountain states; manager, assistant manager, program director, announcer, or combo thereof. Will consider all openings in this area. Ten years radio experience all departments and some television. Box 933B, BROADCASTING.

Seven years experience public relations, newspaper and all phases station operation, except engineering. Now managing two stations. Love to sell, B.A. Degree Radio Station Administration. Married, 31. Box 951B, BROADCASTING.

Desire to manage good music station. Twenty plus years experience in radio. Married, sober and economical. Professional musician. Box 992B, BROADCASTING.

Experienced manager, thirteen years radio-television. Looking for opportunity to manage station, become part-owner. Degree, family, sales-minded, economical operator. Good references. Box 993B, BROADCASTING.

Top man now in northeast major market will relocate as operations manager for top money. Ten years experience. If you can afford a good operation, I'll send resume. Box 100C, BROADCASTING.

General manager for small market station desires similar position with medium or large market station. Proven record and best references from nation's most respected multiple-station owner. Current station sold after increase in income. Available after December 15th. Will accept salary-override arrangement or will work out management contract. Must have minimum $9,000 plus. Write to R. C., 1750 39th Ave., San Francisco.

Stations—(Cont'd)

Situations Wanted—(Cont'd)

Sales

Sales, aggressive, intelligence, fine appearance. Veteran, young, college graduate, scholarship student. Locate N. Y. area. Box 938B, BROADCASTING.

Announcers

DJ beginner, capable, eager to please, salary second to opportunity. Grad N. Y. radio school. Tape and resume immediately on request. Box 785B, BROADCASTING.

Girl personality, dj, run own board, eager to please. Free to travel, gimmicks and sales. Box 786B, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please, go anywhere. Box 787B, BROADCASTING.

Highly experienced deejay now in top market. Negro. Great voice. Hipster. First phone. Box 887B, BROADCASTING.

Basketball announcer, 7 years experience. Finest of references. Excellent voice. Box 898B, BROADCASTING.

Topnotch personality who x-sells; for station with showmanship; no top fortier; state salary. Box 928B, BROADCASTING.

Attention! Large markets! Searching for a top-flight personality deejay, who does a terrific "on the air" selling job? Look no further. I'm your man. 6 years experience, excellent voice, refreshing delivery, versatile, production minded, good references. Present salary $130.00. Box 930B, BROADCASTING.

Announcer: Radio-tv. Aggressive, enthusiastic. Strong, convincing "sell" appeal. Pleasant voice. Production-minded, capable writer. Interested in permanency and future. Box 931B, BROADCASTING.

Announcer with six years experience in news, records, and play-by-play sports would like to relocate in N. C. or Virginia. Presently with 50 kw. Box 935B, BROADCASTING.

Got it?—Get it! Production-minded dj with fine music show. 3 years experience; selling voice; 4 years college; married. Box 936B, BROADCASTING.

Exceptionally talented newcomer wants position announcing news, sports, dj. Married, college grad. TV acting background. Box 942B, BROADCASTING.

Sinus trouble is forcing me to leave central Illinois. If you are located in a favorable climate, need a 35-year-old, married, local news man or fast moving disc jockey, can pay 450-500 dollars per month to start, write Box 948B, BROADCASTING.

Attractive girl personality desires disc jockey position. Experience, college graduate. Box 950B, BROADCASTING.

Professional broadcaster, married, veteran, college graduate, eleven years broadcasting, known in the industry, desires program directorship, 5 to 50 kilowatts. Box 953B, BROADCASTING.

Announcer possessing warm, friendly dj banter, good news, looking for immediate opening. 4 years experience. Box 960B, BROADCASTING.

Experienced announcer-salesman. Young, ambitious, family man. Veteran, college, employed. Box 963B, BROADCASTING.

Rarity, deejay with talent, also first phone. No Storzman he, he a showman be. $140.00. Box 964B, BROADCASTING.

Top deejay in midwestern city of 50,000 desires better working conditions in the midwest. Married; college education; two years experience; capabilities unlimited. Box 965B, BROADCASTING.

Former network sportscaster and sports director wishes to relocate. Excellent play-by-play. Tape, picture and resume on request. Box 966B, BROADCASTING.

Experienced staff announcer. Prefer midwest. Will consider all. Top references. Box 978B, BROADCASTING.

DJ, three years experience, good commercial delivery, know music, family. Box 981B, BROADCASTING.

Experience, versatility, stability. 12 years radio and tv. Announcer-salesman. Play-by-play. Combo. Strong news, music, writing. Sober, mature family man. Show me opportunity to advance according to what I produce, and I'll show you real professional ability. Top references. Don't answer this if you're looking for amateur or cheap help. Box 983B, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced dj desires non-combo operation with opportunity to develop as personality on morning or nighttime show. Top 40 operation. Max music—min chatter. Box 987B, BROADCASTING.

Announcer. Ten years experience network affiliate and independent. Quality voice, familiar all types music. News and sports, write and deliver. Also copy. Some sales. Public relations, college. Married. Car. Box 989B, BROADCASTING.

Disc jockey; experienced, vet, college. Prefer east coast. Interview or tape will convince. Box 990B, BROADCASTING.

Experienced staff announcer, specialize in sports. 734 McKinley Place South, St. Cloud, Minnesota.

Florida, attention: former resident returning with extensive announcing experience, 1st ticket. News and good music specialist. Box 104, Greensboro, N. C.

Versatile staff man, four years announcing experience, available November 15th. Will consider all offers. References, married, reliable. Cal Harvey, WMRE, Monroe, Georgia (81711).

Radio announcer. Negro. B.S. Degree. Thoroughly trained in news, commercials, board dj work. Travel anywhere, tape, resume available. Don McKay, 114-27 - 141st Street, Jamaica, N. Y. JA. 9-2607.

Announcer, some experience in major market. Operate console. Presently employed, desire job in any market at reasonable salary comparable to market. Married, children, do not drink. Contact John Stikes, Mobile, Alabama. Phone Greenwood 9-2373.

Technical

Engineer, 1st phone, experienced am and fm transmitter, studio, remotes and recording. Will relocate. Available immediately. Box 865B, BROADCASTING.

First phone; experienced transmitter, control room, remotes, and constructions. Box 959B, BROADCASTING.

Combo man, 1st phone, $85, no car. BE 7-6721 after 6:00 p.m. Russ Randolph, 2219 N. Parkside Ave., Chicago, Illinois.

Production-Programming, Others

Program director, want position with full responsibility of that department. 14 years experience in all departments of radio and tv. Fully qualified to oversee a smooth operation in a competitive market. Can furnish best of references from past employers. Married, sober, 30 years old. Box 932B, BROADCASTING.

Experienced 1st phone combo family man prefer c/w deejay. No maintenance. Box 939B, BROADCASTING.

Idea man with production and announcing experience, now working, interested in position to develop as a personality. Interested only in operation with fast-paced production; no combo operation; no daytimer; $125. Write Box 949B, BROADCASTING.

I think I know. At least I should, having spent the past 10 years creating advertising and promotion for every phase of radio and television including network, spot and local. Have served as copywriter, assistant manager and manager. Can supply excellent references and samples. If you're looking for a man who's old in experience and young in fact, let's talk. Box 967B, BROADCASTING.

Holiday help. Experienced all phases. Now till January 6. Work holidays. Eastern U. S. Box 985B, BROADCASTING.

Continuity writer, imaginative, versatile, accurate. Woman. Experience local news editing, traffic, interviewing also. Employed Washington, D. C.; want north central location, radio, television, or agency continuity. Box 986B, BROADCASTING.

Husband-wife team desire positions with advancement, management possibilities. College graduates, experienced most phases radio. Interested community living. Prefer west or northwest, but will consider any good offer. Box 988B, BROADCASTING.

Commercial continuity writer with 7 years experience in radio and television. Ellis Babcock, 913 S. 12th, Manitowoc, Wisc.

TELEVISION

Help Wanted

Management

Expanding central U. S. station desires manager with proven record. Exceptional opportunity. Good salary. Excellent working conditions. Good salary plus over-ride. Send complete info to Box 973B, BROADCASTING.

Sales

Unusual opportunity created for assistant national tv sales manager for two tv stations, one NBC-TV and one ABC-TV, owned by the same company, in one of the richest markets in mid-America. Send complete info to Box 974B, BROADCASTING.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Experienced television copywriter with speed and imagination for Texas vhf. Box 945B, BROADCASTING.

New net affiliate in three station market urgently needs applications from experienced newsmen who are able to head department as well as deliver it on the air. Excellent opportunity for excellent talent. Box 968B, BROADCASTING.

Fine opportunity for news man with strong midwest radio-tv outlet. Desire man who can report news, and write, as well as do both radio and tv air work. Send full info tape, availability, salary desired, photo, experience to Box 975B, BROADCASTING.

Artist-photographer combination. Radio and television operation. Must have working knowledge of news and commercial photography. Complete photo equipment and dark room facilities available. Send complete background and samples of work to Box 976B, BROADCASTING.

We need an idea man to head up our promotion department for midwest radio and tv station. Unlimited opportunity. Good salary, commensurate with ability to build and develop top notch promotional ideas. Send samples, background to Box 977B, BROADCASTING.

Newsman: Wanted immediately by Michigan radio-tv station. Good delivery and ability to gather and write own news essential. Send tape, resume and photo. State salary requirements first letter. Contact News Director, WJIM-TV, Lansing.

TELEVISION

Situations Wanted

Management

Manager-salesmanager. Management and sales experience in television and radio. Dependable with consistent successful record. Desires stable growth operation. Box 934B, BROADCASTING.

Station manager-commercial manager. Hard working, conscientious with outstanding tv sales and ad agency record. 10 years experience with best of references. Relocate west of Mississippi only. Family man interested in incentive plan. Available now! Box 982B, BROADCASTING.

Manager in small market, looking for opportunity in larger market. Sales-minded, economical operator, sound ideas, programming background. Thirteen years radio-television. Excellent references. Box 994B, BROADCASTING.

Sales

Sales, aggressive, intelligence, fine appearance. Veteran, young, college graduate, scholarship student. Locate N. Y. area. Box 938B, BROADCASTING.

Family man. Three years with present employer. Seeks greater potential in western market. Available for interview. Box 944B, BROADCASTING.

Thoroughly experienced, good record, fine references. Sales-management experience. No drifter, family, 31. If you have the right, permanent position, I'll make you money. Box 980B, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, presently employed in radio, desires advancement to tv. Single, 27, veteran. Tape, resume available. Box 908B, BROADCASTING.

Versatile tv man desires position in northeast. Smooth commercial delivery, news, weather, sports and mc experience. Box 921B, BROADCASTING.

TV announcer, air personality. Solid experience, exceptional ability, outstanding tv-radio background. Seeking better financial opportunities. Box 941B, BROADCASTING.

Professional broadcaster, married, veteran, college graduate, eleven years broadcasting, known in the industry, desires major market program directorship. Box 954B, BROADCASTING.

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Tape available. Box 979B, BROADCASTING.

News-sports. Gather, write, air news. Action sports. Five years at the "mike," four years "on camera." Seeking bigger market after present city three years. Box 996B, BROADCASTING.

Technical

More radio than tv experience, recent technical school graduate. Box 929B, BROADCASTING.

Immediate Sale

12 KW GE UHF TRANSMITTER

complete including Pyranol Transformers

Antenna System

including 365′ Stainless Tower and Waveguide

Studio Equipment

complete including 2 studio camera chains and 2 film camera chains

Excellent Condition

Will sell transmitter or studio equipment separately or make offer on entire package

Inventory and Description on request

Write Box 104C, Broadcasting

TELEVISION

Situations Wanted—(Cont'd)

Technical

Engineer, 1st phone, experienced all phases of studio operation, presently employed. Desires to relocate on west coast. Box 995B, BROADCASTING.

Production-Programming, Others

Photographer. Experienced news and commercial, complete equipment; family; locate anywhere. Box 893B, BROADCASTING.

Copywriter-fresh, new production ideas, on-camera and writing experience. Box 920B, BROADCASTING.

Young man, 25, college degree, Masters in music and tv production and direction. Three years experience as tv-music director and cameraman. Experienced singer, actor. Seeks position with a future. Box 937B, BROADCASTING.

Versatile television announcer. Two years on-camera. News, weather, commercials. Two years radio-television sales. Seven years radio. Announcing, programming. Married, stable. Will announce, sell or consider radio management. Box 998B, BROADCASTING.

FOR SALE

Stations

For sale, fulltime station located in midwest, doing nice business. No broker. Box 924B, BROADCASTING.

For sale: North Alabama small station, new equipment, excellent market, good gross. $75,000 with $25,000 cash down. No brokers. Box 943B, BROADCASTING.

Wanted, operating partner. Owner of two single station market properties in northeast seeks aggressive, competent operator who will buy 50% interest in both and operate them. Other commitments prevent me from doing the right kind of a job myself. Cash necessary, but ability more important. Write fully in confidence. Box 997B, BROADCASTING.

California fulltime. Good frequency. Excellent growth possibilities. Now grossing $12,000 monthly and increasing. Asking $185,000 with $65,000 down. Box 103C, BROADCASTING.

Quality broadcast property now available on exclusive basis. Ralph Erwin, Broker. Tuloma Building, Tulsa.

Ozark wonderland. A thriving medium city market. A pioneer station. Priced at $90,000. Written inquiries invited. Ralph Erwin, Broker. Tuloma Building, Tulsa.

Mid-continent station. Now available. A fulltime operation. City of more than 30,000. Less than 300 miles from Kansas City. Substantial down payment required. Written inquiries invited. Ralph Erwin, Broker. Tuloma Building, Tulsa.

Twin City investment groups seek selected midwestern radio and television properties for immediate investment. Substantial cash down payments assured. All inquiries handled with confidence and discretion. Herb Gross Associates, 253 Plymouth Building, Minneapolis, Minnesota.

FOR SALE

Stations—(Cont'd)

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

16mm professional motion picture production equipment, complete, like new. Free descriptive list. Box 927B, BROADCASTING.

For immediate sale. Two (2) Adler model VST 150H tv transmitters, 150 watts visual, 75 watts aural, channel 13. One (1) Alford 4 bay gain of 4 transmitting antenna, channel 13. One (1) beacon for above. One (1) dummy load. KSHO-TV, El Rancho Vegas, Las Vegas, Nevada. Phone Dudley 2-8010.

740 feet 6⅛ inch coax transmission line in perfect condition. Crated and ready for shipment, $7,400 cash. Contact W. L. Shackelford, KSWS-TV, Roswell, New Mexico.

Mobile broadcast studio. Converted air line bus. With or without equipment. Range 20 miles. Money maker. WEOK, Poughkeepsie, N. Y.

Two Dage 300C vidicon camera chains with latest modifications, including two cameras, two camera controls, two power supplies, two 1-inch lenses, two 3-inch lenses, two tripods and friction heads. George Wilson, WWTV, Cadillac, Mich. Prospect 5-3478.

Tower, 200' guyed Windcharger, new type lighting, perfect condition, presently erected, will accept best offer received before November 30, must be moved promptly. Phillip G. Back, Arkansas Gazette Building, Little Rock, Arkansas.

WANTED TO BUY

Stations

Stations wanted! New Mexico, Texas, Colorado, Oklahoma, Louisiana, Kansas, Arkansas, Missouri. Private service. Ralph J. Erwin, Broker. The Tuloma Building, Tulsa.

Equipment

Wanted to buy, 10 kw fm transmitter, other fm accessories. Reply Box 467B, BROADCASTING.

Wanted: 250 watt fm transmitter, frequency and modulation monitor. State make and condition. Quick cash sale. Box 947B, BROADCASTING.

Television studio in New York state wants used lighting equipment. Box 101C, BROADCASTING.

Used Gates remote control units, complete. Contact Ken Duke, KDDD, Dumas, Texas. Phone Webster 5-4141.

Interested in purchasing a 3 kw or a 5 kw fm transmitter or a 5 kw fm amplifier which can be driven by a 1 kw RCA fm transmitter. E. Sonderling, WOPA, Oak Park, Illinois, Village 8-5760.

We need 5 to 10 kw fm transmitter and accessories-monitor-studio equipment. Any unit or full set up. Write Missionary Foundation, Box 254, Pasadena, California.

WANTED TO BUY

Equipment—(Cont'd)

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

RADIO

Help Wanted

Announcers

PERSONALITY DJ

If you are a dj who is a personality on a minimum of talk and who can follow sound music policy, WSBA, York, Pennsylvania has an attractive position for you. Salary open. Send tape and complete information to Program Director.

ONE OF AMERICA'S LEADING INDEPENDENTS

in top 20 market soon moves out into other major areas. We're now recruiting talented, experienced jocks and newsmen ready to join young, aggressive, dynamic group operation. Solid, mature, non-frantic success-proved broadcasters invite your tape and resume. Send to

Bill Burns, Pgm. Dir.

Gordon Broadcasting Co.

HOTEL SINTON • CINCINNATI 2, OHIO

FLORIDA OPENING

Steady announcer-disc jockey wanted by new, live-wire music and news daytimer. (Not top 40). Good salary for good man. Pleasant working conditions. Excellent fishing and swimming. Average temperature 74°. Rush tape, photo and resume.

WBIL, Box 638, Leesburg, Florida

Situations Wanted

Announcers

AT LIBERTY

Clyde Caswell, also known professionally as Jim Christie. Over 20 years radio experience. Knows all facets. Voted in "Top Ten" D.J.'s in c/w field last three years. Interested in Management, Programming or what have you? Would like Midwest or Chicago area but will consider all others. Excellent references of past performances.

1428 Jefferson St., Des Plaines, Ill.

PAY-TV OPPORTUNITY

Television station in prosperous and growing city of 210,000 population. Ideal opportunity for early entry into prosperous Pay-TV. Includes 60,000 square feet of valuable land well located, 5,260 square feet tile and cement block building fully equipped and air conditioned, 450 foot tower, RCA transmitter and Channel 17 radiator. Will sell for less than replacement cost on favorable terms.

Box 820B, BROADCASTING

TELEVISION
Help Wanted

OPPORTUNITY. Experienced young woman to do live TV commercials on across-the-board show in Philadelphia. Must be personable and sell convincingly. Young housewife type preferred. Firm contract to right gal. Send full resume and photograph to
Box 923B, BROADCASTING.

ASSISTANT PROMOTION MANAGER

Network owned TV station in East needs an assistant promotion-publicity manager immediately. Good future for experienced go-getter with some writing ability. Send resume and samples to

Box 105C, BROADCASTING

FOR SALE

Transmitter, VHF Dumont 25 kw for any low band VHF needing maximum power. Like new but has had one year's shakedown operation. No bugs. *(Now on Channel 5)*
Transmitter, console, terminal equipment—Dumont. Console includes audio and video switching and monitoring. Prewired audio racks.
Box 688B, BROADCASTING

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

FOR THE RECORD CONTINUED

Continued from page 130

WNOW. Ella Nelson has retail fur shop. Announced Nov. 7.

WPCC Clinton, S. C.—Seeks assignment of cp from **Clinton Bcstg. Co.** to **Radio Station WPCC Inc.** Corporate change. No control change. Announced Nov. 12.

KMIL Cameron, Tex.—Seeks assignment of license from **Milam County Bcstg. Service Ltd.**, to **Milam Bcstrs. Ltd.** Corporate change. No control change. Announced Nov. 6.

Hearing Cases

FINAL DECISIONS

Commission announced its order of Nov. 6 dismissing petition by **Sangamon Valley Television Corp.**, unsuccessful applicant for ch. 2 in **Springfield, Ill.**, comparative proceeding for reconsideration or clarification of Aug. 27 action (announcing approval of specifications submitted by **WMAY-TV Inc.**, for operation of station **WMAY-TV Springfield**, on ch. 36 pursuant to memorandum opinion and order which substituted ch. 36 for ch. 2 and modified **WMAY-TV** authorization accordingly, which action was without prejudice to whatever action Commission may be required to take as result of decisions by Court of Appeals in Sangamon Valley Television Corp. v. United States and FCC) to reflect the fact that, under the specific terms of grant which it voluntarily accepted, WMAY-TV Inc., has surrendered all asserted rights with respect to ch. 2. Comrs. Mack and Craven abstained from voting.

By memorandum opinion and order of Nov. 13, Commission denied petition by **Radio Cincinnati Inc. (WKRC-TV** ch. 12), **Cincinnati, Ohio,** intervenor, for enlargement of issues and motion to strike certain language in opposition thereto filed by **WHAS Inc. (WHAS-TV** ch. 11), **Louisville, Ky.,** in proceeding on application of WHAS-TV to move trans. toward Lexington, Ky., increase ant. height to 1,818 ft., and make other changes.

By memorandum opinion and order of Nov. 13, Commission denied motion by **Nevada Telecasting Corp. (KAKJ** ch. 4), **Reno, Nev.**, for discovery and inspection of certain statements in connection with proceeding on revocation of cp of KAKJ. Comr. Ford abstained from voting.

By memorandum opinion and order of Nov. 13, Commission denied motion by **Booth Radio & Television Stations Inc. (WJVA), South Bend, Ind.**, to enlarge issues in am proceeding on its application and that of **Allegan County Bcstrs., Allegan, Mich.**, both involving 1580 kc.

Commission announced its decision of Nov. 13 which (1) dismissed pleading by **American Southern Bcstrs.** entitled "Further Reply to and Explanations of Questions Directed to Carrol F. Jackson at Oral Hearing"; (2) granted protests of **Southland Bcstg. Co. (WLAU)** and **New Laurel Radio Station Inc. (WAML)**, both **Laurel, Miss.**; (3) reversed Commission's action of Nov. 24, 1954, granting application of **Carroll F.** and **D. N. Jackson**, d/b as American Southern Bcstrs. for new am station **(WPWR)** to operate on 1430 kc, 1 kw D, in Laurel, Miss., and denied said application, and (4) terminated proceedings in Docket 11262. Comrs. Craven and Ford abstained from voting.

INITIAL DECISIONS

Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of aptest by **Mid-Florida Radio Corp.** (am station **WLOF), Orlando, Fla.**, and (2) confirming Feb. 6 grant of application of **Telrad Inc.**, for mod. of cp of station **WESH-TV** (ch. 2) **Daytona Beach, Fla.**, to move trans. to a site about 25 miles from Daytona Beach in direction of Orlando and increase ERP to 100 kw vis. and 60.3 kw aur. and ant. height to 940 ft. Announced Nov. 7.

Hearing Examiner Jay A. Kyle issued initial decision looking toward grant of application of **Gold Coast Bcstrs.** for new am station to operate on 1470 kc, 5 kw DA, D, in Pompano Beach, Fla. Announced Nov. 8.

Hearing Examiner Annie Neal Huntting issued an initial decision looking toward grant of application of **Robert H. Sauber** for new am station to operate on 1430 kc, 500 w D, in **Franklin, Pa.** Announced Nov. 8.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of **Beehive Telecasting Corp.** for new tv station to operate on ch. 11 in **Provo, Utah.** Announced Nov. 13.

OTHER ACTIONS

Commission Instructions in Docket Cases

Commission on Nov. 13 directed preparation of documents looking toward:

Denying petition by **Community Telecasting Co. (WXTV** ch. 73), **Youngstown, Ohio,** for rehearing and reconsideration of Sept. 5 memorandum opinion and order which dismissed its protest to Commission's Feb. 20 grant of application of **WKST Inc.**, to change trans. site of **WKST-TV** (ch. 45) and make equipment changes, and

Denying petition by **Interstate Bcstg. Co. Inc. (WQXR), New York City,** for rehearing and stay of Feb. 13 decision which granted application of **E. Weaks McKinney-Smith** for new am station to operate on 1560 kc, 1 kw unl., employing a three-element directional ant., in **Paducah, Ky.**

ORAL ARGUMENTS SCHEDULED

Commission on Nov. 13 scheduled following am proceedings for oral argument on Dec. 10:

Hocking Valley Bcstg. Corp. (WHOK) Lancaster, Ohio.

Valley Bcstg. Co. and **Cherokee Bcstg. Co.**, both **Murphy, N. C.**

Star of the Plains Bcstg. Co., Slaton, Texas, and **Plainview Radio, Plainview, Tex.**, rescheduled from Nov. 25 to Dec. 10.

By order, Commission designated for hearing on specified issues application of **Sacramento Telecasters Inc.**, for mod. of cp to change trans. and studio site of **KBET-TV** (ch. 10) **Sacramento, Calif.**, change type ant. and make other equipment changes; denied requests by **McClatchy Bcstg. Co.** for stay of Dec. 9, 1954, grant of **KBET-TV** application and for oral argument on McClatchy's petition for inclusion of issues; granted McClatchy petition for inclusion of certain issues insofar as they relate to application for mod. of cp and denied petition in all other respects; granted KBET-TV motion to strike McClatchy's petition for inclusion of issues from ch. 10 comparative proceeding; made McClatchy party to proceeding.

Routine Roundup

ACTIONS BY FCC

PETITIONS FOR RULE MAKING FILED

Star Broadcasting Co. Inc., WCBF-TV Rochester, N. Y.—Petition requesting amendment of Sec. 3.606 of rules to allocate ch. 13 to Rochester. Petitioner also requests issuance of order to show cause why its authorization for ch. 15 Rochester should not be modified to specify operation on ch. 13.

ACTIONS ON MOTIONS

On petition by ch. 16 of **Rhode Island Inc. (WNET** ch. 16), **Providence, R. I.**, Commission on Nov. 8 granted in part request for extension of time for filing reply comments in tv rulemaking proceeding involving **Providence; New Haven, Conn.**, and **Portland** and **Orono, Me.**; time extended from Nov. 12 to Nov. 27.

By Hearing Examiner Basil P. Cooper on Nov. 7

Ordered that prehearing conference will be held on Nov. 19 in re fm applications of **Hall Bcstg. Co. Inc., Los Angeles; Hogan Bcstg. Corp., Long Beach,** and **Richard C. Symonton, Los Angeles,** all **Calif.**

By Hearing Examiner James D. Cunningham on Nov. 8

Ordered that hearing presently scheduled for Nov. 13 on application of **Chinook Television Co., Yakima, Wash.**, for cp to replace expired permit (ch. 23), is continued indefinitely pending action on applicant's petition for dismissal of his application without prejudice.

By Chief Hearing Examiner James D. Cunningham on Nov. 6

Granted petition of **Jack A. Burnett** for dismissal without prejudice of his application and retained in hearing status application of **United Telecasting and Radio Co.**, for new tv stations to operate on ch. 9 in **Ogden, Utah.**

By Hearing Examiner Annie Neal Huntting on dates shown

Granted motion of **Public Service Bcstg., Riviera Beach, Fla.**, and continued from Nov. 8 to Nov. 15 for exchange of applicants' direct cases, from Nov. 13 to Nov. 20 for giving notice as to witnesses desired for cross-examination, and hearing is continued from Nov. 20 to Nov. 27, in proceeding on Public's am application and that of **Gold Coast Bcstg. Co., Lake Worth, Fla.**

By Hearing Examiner Elizabeth C. Smith on Nov. 5

Granted petition of **Cleveland County Bcstg. Co., Shelby, N. C.**, for leave to amend its am application to show engineering changes which will result in reducing interference it will receive from the proposal of **Mountain View Bcstg. Co., Jonesboro, Tenn.**, and application, as amended, is retained in hearing status.

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of November 8

WAHR Miami Beach, Fla.—Granted assignment of licenses to **Alan H. Rosenson** and **Yvette Rosenson**, d/b as **Mercantile Bcstg. Co.**

KLEA Lovington, N. Mex.—Granted assignment of license to Lea County Bcstg. Co. (stock transaction).

KFYR-TV KMOT, KUMV-TV, KFYR—Granted acquisition of positive control by **Marietta Meyer Ekberg** through sale of stock by **Etta Hoskins Meyer** to licensee (stock to be retired).

WOV New York, N. Y.—Granted relinquishment of positive control by Morris S. Novik through

MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

BUYING
BIG
BUSINESS?
BEST BUY
IN ROANOKE!
WSLS-TV
The circle of WSLS-TV influence reaches a 2 billion dollar market . . . bringing 548,200 households within sales range.
Confirmed by NCS #2 Spring 1956
"best looking" in ROANOKE..
NBC

Represented
Nationally
AVERY-KNODEL, INC.

FOR THE RECORD CONTINUED

the sale of stock to **Georgia L. Weil** and **Edna M. Hartley.**

WCGC Belmont, N. C.—Granted license covering increase in power, change hours of operation, install DA and new trans.; conditions.

WOKZ Alton, Ill.—Granted mod. of license to change studio location and remote control point.

KDDD Dumas, Tex.—Granted cp to change ant.-trans. location and operate trans. by remote control (same as studio), and waived Sect. 3.30 (a) of rules.

KOIL Omaha, Nebr.—Granted cp to install new main trans.

KETA Oklahoma City, Okla.—Granted mod. of cp to change ERP to vis. 74.1 kw, aur. 44.7 kw, and change type trans. ant. height 1450 ft.

WMDF Mount Dora, Fla.—Granted mod. of cp to change ant.-trans. location, specify studio location (same as trans. location), change type trans. and make changes in ant. (increase height) and ground system; condition.

WBAB Babylon, N. Y.—Granted mod. of cp to change type trans. and make changes in ground system.

WQIC Meridian, Miss.—Granted mod. of cp to change antenna-trans. location.

WTRN Tyrone, Pa.—Granted change of remote control authority.

Actions of November 7

Granted licenses for following tv stations: **KOTI, California Oregon Television, Inc., Klamath Falls, Oreg.; KHQA-TV, Lee Bcstg., Inc., Hannibal, Mo.; WRLP Greenfield Television Bcstg. Corp., Greenfield, Mass.; WTVK, South Central Bcstg. Corp., Knoxville, Tenn.; WPTA, Sarkes Tarzian, Inc., Roanoke, Ind.,** and change description of studio and trans. locations to 3333 Butler Rd., Fort Wayne, Ind.; **KPAC-TV, Texas Goldcoast Television, Inc., Port Arthur, Tex.; KGEZ-TV, KGEZ-TV, Inc., Kalispell, Mont.,** ERP vis. 15.1 kw, aur. 8.91 kw, ant. height 220 ft., and specify studio location (same as trans. site); **KSPR-TV, Donald Lewis Hathaway, Casper, Wyo.** ERP vis. 13.5 kw, aur. 6.76 kw, ant. height 80 ft.; **KOAC-TV, State or Oregon Acting By and Through the State Board of Higher Education, Corvallis, Oreg.** ERP vis. 29 kw, aur. 14.5 kw ant. height 1210 ft. (Noncommercial Educational TV); **WMVS-TV Milwaukee Board of Vocational and Adult Education, Milwaukee, Wis.** ERP vis. 129 kw, aur. 65.7 kw, ant. height 740 ft. (Noncommercial Educational TV).

KODE-TV Joplin, Mo.—Granted license covering changes in facilities of tv station ERP vis. 219 kw (DA), aur. 129 kw (DA).

WMAL-TV Washington, D. C.—Granted license to maintain trans. incorporated (granted 10-3-55) as aux. facilities at main trans. site.

KOMO-TV Seattle, Wash.—Granted license covering installation of aux. trans. and ant. at main trans. site.

WMAR-TV Baltimore, Md.—Granted license covering installation of aux. trans. at main trans. site.

KTBC-TV Austin, Tex.—Granted license covering changes in facilities (main trans. & ant.); and installation of aux. trans. at main trans. site.

KELO-TV Sioux Falls, S. Dak.—Granted license covering changes in facilities of tv station; ERP vis. 224 kw, aur. 126 kw, ant. height 980 ft., and specify studio location.

WBNS-TV Columbus, Ohio—Granted request for cancellation of license covering aux. trans. in order to facilitate installation of new equipment, as previously authorized by the Commission.

KOB-TV Albuquerque, N. Mex.—Granted cp to change ERP to vis. 27 kw, aur. 13.5 kw, change type of trans. and other equipment changes, ant. height 4200 ft.

KWJB-FM Globe, Ariz.—Granted mod. of cp to change type trans.; condition.

WHYN-TV Springfield, Mass.—Granted extension of completion date to 1-1-58.

Actions of November 6

WTAE McKeesport, Pa.—Granted mod. of cp to change studio location to **Penn-Lincoln Parkway** interchange, **Ardmore Blvd., Wilkinsburg, Pa.,** and waived Sect. 3.613(b) of the rules; ant. height 960 ft.

WDHF Chicago, Ill.—Granted mod. of cp to increase ERP of fm station to 52 kw, specify new trans.-ant. location as 9727 **S. Central, Oak Lawn, Ill.**; and studio location and remote control point as 9680 **Plaza Terrace, Chicago, Ill.**; change type trans. and make changes in ant. system; ant. height 230 ft.

KETC St. Louis, Mo.—Granted extension of completion date to 1-6-58.

Actions of November 5

WISC-TV Madison, Wis.—Granted license for tv station; ant. height 790 ft.

KBRV Soda Springs, Idaho—Granted license for am station.

WEZB Homewood, Ala.—Granted license covering change in ant.-trans. location and make changes in ant. and ground system.

WDSG Dyersburg, Tenn.—Granted cp to move trans. approximately 300 ft. from present location (same address), change studio location and operate trans. by remote control; condition.

KFAD Fairfield, Iowa—Granted extension of authority to remain silent for additional 45 days from 11-1-57 to permit the preparation and processing of application for assignment of license.

KALV Alva, Okla.—Granted extension of authority to sign-off at 7:30 p.m., local time or period ending 1-1-58.

KMOR Oroville, Calif.—Granted permission to remain silent for period of 30 days from 11-2-57 for purposes of refinancing and reorganizing and allow time for completion of transfer negotiations.

Following were granted extensions of completion dates: **KOCS Ontario, Calif.,** to 3-31-58; **KELL Kellogg, Idaho,** to 3-31-58.

Actions of Nov. 4

KCLP Rayville, La.—Granted license for am station; conditions.

WXXX Hattiesburg, Miss.—Granted license for am station; conditions.

KCUR-FM Kansas City, Mo.—Granted license for noncommercial educational fm station.

KPEN Atherton, Calif.—Granted license for fm station.

KRCW Santa Barbara, Calif.—Granted license for fm station; studio-remote control point address specified as 818 State St., Santa Barbara.

WVVW Grafton, W. Va.—Granted license covering installation of new trans.

WSPD Toledo, Ohio—Granted license covering installation of new trans. as alternate main trans. at main trans. site.

WBNX New York, N. Y.—Granted cp to install new trans. as an aux. trans. at present main trans. site.

WCKR Miami, Fla.—Granted cp to change aux. trans. location from old main trans. location to present main trans. location.

WOAI-TV San Antonio, Tex.—Granted cp to maintain presently licensed trans. and ant. at old trans. site as aux. facilities.

Following were granted extensions of completion dates: **WTWO Bangor, Me.,** to 1-13-58; **WSBA-TV York, Pa.,** to 5-22-58; **KOXR Oxnard, Calif.,** to 5-21-58; **WWHG Hornell, N. Y.,** to 12-31.

License Renewals

WABV Abbeville, S. C.; WADE Wadesboro, N. C.; WAIM Anderson, S. C.; WAKN Aiken, S. C.; WATA Boone, N. C.; WBAW Barnwell, S. C.; WBBB Burlington, N. C.; WBBO Forest City, N. C.; WBCU Union, S. C.; WBEU Beaufort, S. C.; WBIG & aux. Greensboro, N. C.; WBLR Batesburg, S. C.; WBRM Marion, N. C.; WBUY Lexington, N. C.; WCDJ Edenton, N. C.; WCEC Rocky Mount, N. C.; WCKB Dunn, N. C.; WCNC Elizabeth City, N. C.; WCPS Tarboro, N. C.; WCSC Charleston, S. C.; WDKD Kingstree, S. C.; WDNC Durham, N. C.; WEAB Greer, S. C.; WEED Rocky Mount, N. C.; WGTC Greenville, N. C.; WGWR Asheboro, N. C.; WIAM Williamston, N. C.; WIS Columbia, S. C.; WIST Charlotte, N. C.; WJAN Spartanburg, S. C.; WJNC Jacksonville, N. C.; WKBC North Wilkesboro, N. C.; WKMT Kings Mountain, N. C.; WLON Lincolnton, N. C.; WSAT Salisbury, N. C.; WTIK Durham, N. C.; WWIT Canton, N. C.; WICO Salisbury, Md.; WJKO Springfield, Mass.

UPCOMING

November

Nov. 17-20: Tenth Annual Conference, Public Relations Society of America, Hotel Sheraton, Philadelphia.

Nov. 19-20: American Assn. of Advertising Agencies, eastern region, Roosevelt Hotel, New York.

Nov. 22: Television Bureau of Advertising, membership meeting, Sheraton Hotel, Chicago.

Nov. 22: American Assn. of Advertising Agencies, east central region, Detroit.

December

Dec. 6: Board of governors, Canadian Broadcasting Corp., House of Commons, Ottawa.

Dec. 9: UP Newspaper Editors of New York State, Hotel Syracuse, Syracuse.

Dec. 18: "Resurgent New England," state broadcaster groups organization meeting, Vendome Hotel, Boston.

January

Jan. 24-26: American Women in Radio & Tv, annual "Sight and Sound Seminar," Hotel Biltmore, Palm Beach, Fla.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NARTB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

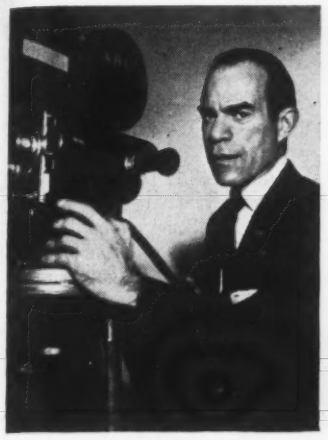
Feb. 13-15: 11th annual Western Radio and Tv Conf., Bellevue Hotel, San Francisco.

April

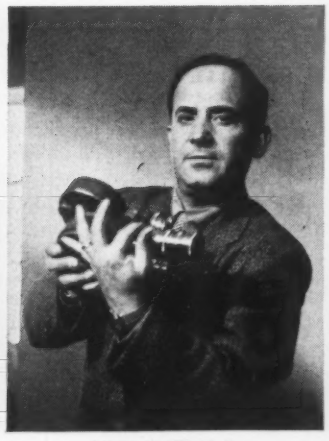
April 22-24: Electronic Components Conf., Ambassador Hotel, Los Angeles.

April 24-26: Advertising Federation of America, fourth district convention, Floridian Hotel, Tampa, Fla.

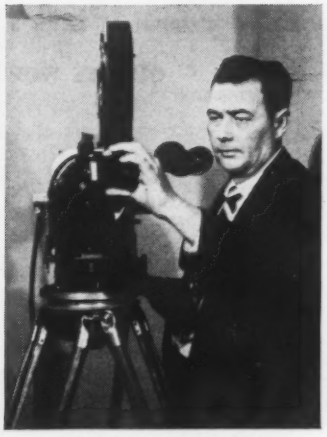
April 28-May 1: 36th annual Broadcast Engineering Cong., Statler Hotel, Los Angeles.



CY AVNET



JOE VADALA



TOM PRIESTLEY

ED HATRICK

JESSE SABIN

NBC cameramen depend on

SANTINO SOZIO

IRV SMITH

the high speed and wide latitude of Du Pont "Superior" 4!

Speaking for NBC cameramen all over the world, Mr. Gene Juster, Manager of NBC Newsfilm, said that Du Pont Superior® 4 Motion Picture Film is the best combination of wide exposure latitude and high speed they have found.

News cameramen have to shoot many situations with only available light and they have found that "Superior" 4 lets them get good newsreel shots in almost any light. In fact, as a test of this film's speed, a man was photographed in a darkroom, holding a lighted match a foot from his face. With this single light source, Du Pont "Superior" 4 recorded recognizable features.

99 times out of 100, these cameramen cannot afford the luxury of a meter reading before they shoot. They rely on their experience and their confidence in the film they use to get a good picture—and they usually can't go back and try again. Many of the men assign their own speed ratings to a film, and NBC has learned to depend on the wide latitude of "Superior" 4 to handle these varied ratings during processing.

In view of the confidence which NBC's experienced cameramen, like those shown above, place in Du Pont "Superior" 4, it's not surprising to find that this fine film is in NBC's film stocks.

FOR FURTHER INFORMATION about Du Pont Motion Picture Films, ask the nearest Du Pont Sales Office, or write Du Pont Co., Photo Products Dept., Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

Mr. Gene Juster (right) of NBC Newsfilm and Mr. William Sweet, Du Pont Technical Representative, discuss the ability of Du Pont "Superior" 4 to withstand the high processing temperatures met when using NBC's "Jiffy" processor.

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

DISTRICT SALES OFFICES

Atlanta 8, Ga. ..... 805 Peachtree Bldg.
Boston 10, Mass. ..... 140 Federal Street
Chicago 30, Ill. . . 4560 Touhy Ave., Lincolnwood
Cleveland 16, Ohio . . . 20950 Center Ridge Road
Dallas 7, Texas ..... 1628 Oak Lawn Avenue
Los Angeles 38, Calif., 7051 Santa Monica Blvd.
New York 11, N. Y. ..... 248 West 18th Street
Phila., Pa. . . 308 E. Lancaster Ave., Wynnewood
Export . . . Nemours Bldg., Wilmington 98, Del.

PLAYBACK

QUOTES WORTH REPEATING

RADIO'S STERLING QUALITIES

Stephen B. Lubunski, vice president in charge of programming, American Broadcasting Network, told the Providence Advertising Club that it is difficult to make a bad buy in radio and virtually impossible to make a bad buy in network radio. He made these points about radio to advertisers and agencies seeking effective advertising at a reasonable cost:

We think that network radio offers you some possible answers. Radio is the only medium which effectively combines entertainment, communication, information and advertising all at once. It offers showmanship in entertainment plus salesmanship by personalities. It offers you copy control and the kind of careful integration of commercials into the body of radio shows which makes your advertising more effective.

Radio has the quality of *multi-access*—the ability to reach into every room in the house, into the automobiles, and everywhere else outside of the home. Radio is *ambiactive*—it allows listeners to continue doing the things they have to do or want to do while listening to the radio. Radio is the ideal medium for reaching 170 million people through 140 million radio sets—the largest potential circulation you can buy in advertising. No other advertising medium has anything like radio's power to saturate, its ability to persuade and its extraordinary capacity to reach people everywhere and in every conceivable activity.

WHAT'S FUNNY ABOUT TV FUN?

Critic-writer John Lardner, in the Nov. 2 New Yorker *magazine, examines the whys and wherefores of good humor as expressed on the air and finds it little better than "synthetic fun."*

In a number of recent television shows, the dominant note has been one of good humor without visible or audible cause. The performers in these shows—Frank Sinatra, Dinah Shore, Bing Crosby, Perry Como and Louis Armstrong, among others—have worked long and hard to establish the point that comedy on credit, the mere display of cheerfulness or gaiety, is a satisfactory substitute for comedy itself. Heard comedy, they seem to suggest, is droll; that unheard and accounted for is just as funny. It's a tenuous proposition, at best. In practice, comedy on credit, or synthetic fun, is bound, I think, to embarrass and frustrate the spectator who was brought up on the product of outright professional comedians. Gay or not (and much of the best of it is sad or dour or wolfish), real comedy has a sound metallic base. It accounts for itself.

It's true that we're living at a time of crisis for comedy in television. The air has been almost completely purged of trained comedians, on commercial grounds. . . . Live entertainment in the costly evening hours has fallen largely into the hands of "personalities" like Mr. Sinatra, Miss Shore, and the others . . . ("Personality" seems to be a slang word in the trade for a singer who goes on performing between songs). The personality, or singer, is asked to manage the entire gamut of crowd-pleasing, from music to clowning. The fun he or she produces turn out invariably to be synthetic fun—the comedy of the baffling wink, the groundless giggle, the esoteric gesture, the private joke or allusion in a language that appears to be rooted in jazz dialect or Athapascan, or both.

. . . What's disturbing about this state of affairs is that the taste for complete comedy (which at its best involves not only a comic point but an opportunity for satire and comic criticism) is in some danger of being bred out of our species entirely, like the taste of natural orange juice.

The sham comedy of the singer-personality has several subdivisions. One is nonchalance, a time-honored substitute for wit. Nonchalance on television ranges from the easy, polished, almost ingrained equanimity of Mr. Crosby, which seems to arise logically from his character, to the utter *sang-froid* of Mr. Como, who is nonchalant in a purer, more literal sense, like a damp match. In Miss Shore, who now sometimes practices it for humorous purposes, nonchalance is a little out of place, as it might be in any normally vivacious and straightforward woman. Mr. Sinatra, a somewhat adaptive performer (though an excellent singer), is fine at nonchalance when he is working with an expert like Mr. Crosby. At other times, he handles the mood uncertainly; he is probably not a natural-born understater. There's a tendency among personalities who are inexpert at composure to "break up," as the current jargon goes—to laugh, sometimes from nervousness, sometimes deliberately and wishfully, with no provocation whatsoever. . . .

GLOOMY OUTLOOK FOR FILM

Edwin Silverman, president of Chicago's Essaness Theatre Corp., thinks banking interest are forcing film executives to sell backlogs to tv at too meager a price. He warns that this could collapse the movie industry as it exists today and subsequently put tv in the impossible position of having to bear high film production costs by itself. Mr. Silverman's remarks, in part, to the Essaness board:

After careful analysis of the impact of the release of major motion pictures to television, it is an inescapable conclusion that unless the distributing companies refrain from short-sightedly making additional important pictures available to tv, the theatre business as we know it will disappear.

It is possible that 10,000 theatres may close during the next year.

The liquidating influence of banking interests has caused veteran film executives to act against their best judgment in selling their backlogs to television for meager sums.

Ironically, if theatres perish, future quality motion pictures will not be available to television because tv cannot absorb the heavy production costs that accompany the making of quality movies. . . .

Television, as it is now constituted, cannot match movie theatres in covering the enormous costs of making fine films. Producers and distributors of quality movies must realize they cannot have their cake and eat it too, unless and until pay television comes along.

SUN OR SHADOWS AHEAD?

The biggest business boom in history, to start around 1962, is predicted by Arch N. Booth, executive vice president of the Chamber of Commerce of the U. S. Speaking Thursday before the Insurance Federation of New York, Mr. Booth warned that governmental restrictions on private enterprise can endanger this bright outlook. A portion of his talk follows:

The business boom which America has been enjoying for the past ten years, the experts tell us, is slowing down. But no widespread slump is in sight.

For the five-year period ahead—between now and 1962—the economists see a steady growth of the economy.

And, then—beginning about 1962—this country will experience the greatest business boom in its history.

The business future is bright, indeed—they tell us.

But things will not be that easy. There are hazards in the way.

For example, there are hazards which business faces on the legislative front. . . . The future of business will be shaped by the decisions that are made in the legislative halls and the administrative offices of Washington.

If we are to enjoy good business in this country in the months and years ahead, then we must have a philosophy back of our national policies and national laws that is conducive to good business—and not a philosophy that frowns on free enterprise and considers it an evil.

. . . The whole future of private business could be changed by laws passed in one single session of Congress. And there is plenty of evidence to show that it definitely would be, if the business community were thoroughly well organized, alert to what is happening and vigorously on the job.

and the giant punch board

This is a nuclear reactor. And neutrons from the tons of pure uranium metal inserted in these holes produce radioisotopes — the strange and wonderful prizes of the atomic age.

While these man-made radioactive materials have been available for only a short time in commercial quantities, they have already found a wide range of uses—in industry, in agriculture and in medicine where radioisotopes have practically replaced radium in the treatment of cancer.

Every day new uses are being found for uranium in nuclear power developments. To meet these present and future needs, Anaconda has developed reserves of millions of tons of uranium ore. These reserves, together with new ore processing methods pioneered by Anaconda at its Bluewater, New Mexico plant, have made Anaconda America's leading producer of uranium concentrate.

Other Anaconda products are also contributing to the expanding use of nuclear energy. Many are used in the actual production of radioisotopes, while lead—another metal produced in large quantity by Anaconda—is employed as radiation shielding wherever radioactive material is present.

Anaconda's role in nuclear energy is typical of the way in which its extensive line of non-ferrous metals and metal products—the broadest combination offered industry today—is contributing to America's growth and progress.

57280A

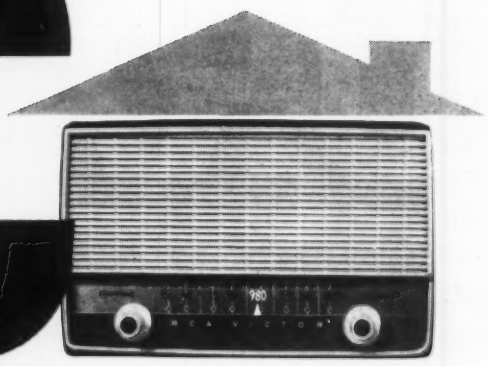
The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

NEWS

FOR NEWS IN THE NATION'S CAPITAL...

WRC



IS THE SPEAKER OF THE HOUSE!

WRC is Washington's favorite radio station for news! Its Monday-through-Friday local news programs win an average 26% share of audience—greater than the competition on any of the other 16 radio stations in the nation's Capital. Now, more than ever, listeners want news. And because these audiences want news, and listen attentively, your sales story—within the news program format—goes over with maximum impact. You can benefit immediately from WRC's big news "beat." Your NBC Spot Sales representative will supply you with current availabilities in a flash. Call him.

WRC • 980

Source: NSI Report—Washington, D.C., Area—July, 1957

WASHINGTON, D.C. SOLD BY NBC SPOT SALES

MONDAY MEMO

from **PAUL G. GUMBINNER,** *vice president and radio-tv director, Lawrence C. Gumbinner Agency*

THERE'S INSPIRING FRUSTRATION IN CREATING COMMERCIALS

Once there was an author who wrote a book, had it published, and was wholeheartedly satisfied as he read the first bound copy. He was equally pleased when he re-read it a year later. That's why he never was able to write a second book fit for publication.

Pity the creative man who is genuinely satisfied with his creative work. An ad may look good in final proof form . . . the answer print of a commercial may be fine . . . a finished pressing of a radio spot may sound great. But when he sees it in print or catches it on the air weeks later—he generally finds it could have been better. There's one thing about it that's not right—and that one thing becomes progressively worse to him each time he sees it.

Frustrating? Sure! But these are the things on which he builds—the flaws of his own making that he must avoid in the future. Avoid them he will, only to discover new ones. And, as long as he's in the business, he had better squirm at the human, mechanical and electronic errors that inevitably crop up in broadcasting.

Take radio. You create a certain type of effect on paper, in the mind, in the "inner ear." You "hear" it mentally—describe it enthusiastically. But to make it audible to others, you must work with a producer, a composer, an arranger, a sound-effects man, a group of musicians, singers, announcers and an engineer. Each of them "hears" it differently than you do. But with enough time, patience and money, you finally get what you're after.

And it sometimes isn't until weeks of repeated hearings on the air that you feel it has too much bass. So from then on you're acutely conscious of an excess of booming accompaniment.

TV BREEDS ITS DISCONTENT, TOO

Take television. Live commercials aren't so bad unless the announcer fluffs, the technical director pushes a wrong button, or a prop misbehaves on camera (in a tight close-up, of course). But at least its creator sees it just once and retains only a memory (or a kinescope). It may haunt him in retrospect, but it won't be constantly rubbed under his nose.

Not so film. Every time he views a commercial, one little something is very apt to take over in prominence, like the proverbial sore thumb.

For instance, he dislikes increasingly the angle at which a room scene was shot. It would have been better off the other wall, more interesting, with more free area for the cast. But he hadn't been able to see it in camera until pretty late.

To move the camera and re-light would have taken the best part of an hour. And with so much stuff still to shoot, that would have meant overtime and who'd pay for it? They were right up to the budget.

In fact, the matter of budget had caused a change in the whole opening sequence, long before production started. He had visualized opening black, with widely-separated cones of light coming on one after the other, to reveal three different people—"Something like Durante's exit."

But that required a really big stage, and a camera mounted on a crane (Item: crane, $200 per day) and a scaled down matching set for a transition from people to product close-ups.

It would have been great, but the producer screamed about the cost. So did the client.

They finally worked out a single shot dollying along the three people, then the three packages. It was effective all right —but the original idea . . . *that* would have been a knockout!

And how about that "testimonial" film by Magda Glamor of Hollywood? Every time he watched it, he was hypnotized by her eyes darting from lens to cue-card. The b- - - - (for beauty!) refused to bother memorizing four short takes for 30 seconds of script. Nice, cooperative girl. And that after sitting around for the extra hours it took the make-up man to remove the bags under those famous eyes.

Frustrating? Sure, but look at the things he has learned, painfully, through the years.

PRE-PLANNING PREVENTS HEADACHES

It's wise to explore camera angles in advance via a really comprehensive story board. Experiment on the board. It's cheaper per sketch than per hour on the set.

Or have the sets up a day in advance when possible. Take a few Polaroid shots from the planned camera positions, with people standing in where the cast will do its stuff. You'll learn a lot.

Avoid tricks, unless the sky's the limit in a production budget. When a special effect is highly essential, work with the producer in advance, before the idea is so cemented in your mind that you'll never be able to pry it out. Together, you can get that idea, or a reasonable facsimile, immortalized.

Be sure of the cast. That corking good announcer may look fine on camera full face, but go chinless in profile. The pretty girl may audition well, but freeze up on the set. The celebrities' quirks of working (and they do have them!) should be ferreted out beforehand, and planned for.

When you're frustrated in your private life, you can learn to live with it. But in the creative broadcasting business, your frustrations should be stepping stones that carry you ever onwards and upward. Excelsior!

And if you ever achieve a commercial that's absolutely irrefutably, in-every-way perfect—man, you'd better quit!

(Note: As this article is finished, I think it's pretty good. But when I re-read it in BROADCASTING, I'm sure I'll like it a lot less. . . .)

Paul G. Gumbinner, b. Feb. 4, 1905, New York. One of four founding members of Gumbinner agency in 1923, starting as "general office boy" and copywriter, now vice president and radio-tv director. First active in broadcasting in 1927 as agency director of a radio show for Webster cigars, identified later with Norwich Pharmacal Co's Fat Man *series on ABC Radio and with Joan Davis for American Tobacco Co's Roi-Tan cigars. Currently in charge of heavy spot campaigns for such clients as Block Drug Co., Bourjois Inc., Chap Stick Co., Q-Tips Inc., Manischewitz wines, Sutton Cosmetics and American Tobacco Co's Herbert Tareyton cigarettes.*

The Public's Interest

THE more the public attitude toward pay television is explored, the more it seems that proponents consist chiefly of those who stand to benefit financially.

Within the past 10 days three totally unrelated surveys have produced evidence to support these conclusions. Pay tv came out on the short end of the stick every time—twice with the end almost too short to permit a hand-hold.

Most recent as well as broadest of these was conducted for BROADCASTING by The Pulse Inc. The survey was run in 10 major markets and the tabulations, completed last week, showed an even two-thirds would not "be interested" in having pay television in their homes. This even though they were told specifically that "first-run movies, major sports events, Broadway shows, operas, ballets, etc." might be among the attractions waiting for them.

The two other surveys, conducted within specific areas, were even more overwhelming. In California, KSBW-TV Salinas and KSBY-TV San Luis Obispo went on the air with a special program to find out what their viewers wanted. The result: 5,002-to-4 against pay tv. In Bartlesville, Okla., where a wired subscription television test is in progress—although the people there don't regard it as pay tv in the strictest sense—Sen. William Langer (R-N. D.) has been running a mail poll and has found overwhelming opposition to subscription television.

The Pulse survey for BROADCASTING went farther than these, and some of the additional findings merit attention here. If the pay tv forces find encouragement in the fact that one-third of the respondents would be interested in toll tv, they may think twice when they see what these people would be willing to pay. First, a majority preferred to pay by the program, presumably because they want to keep total expenditures down; of these, almost two-thirds said they would pay less than $1.25 per program. Among those preferring a fixed monthly fee, about two-thirds would pay less than $6 a month.

Moreover, almost two-thirds of all respondents said they would not be willing to pay for present free tv programs, either. Since this figure parallels the number who opposed pay tv, and since more than 90% rated the present free tv program service as satisfactory to excellent, the obvious conclusion is that the people just didn't want to pay, period.

Whether these conclusions apply equally to wired as well as on-the-air pay television remains to be seen. The findings do point up again that it is not the public which is agitating for toll television.

The Cork Doesn't Fit

WE EXPECTED to be criticized when we published an editorial in our Oct. 28 issue advocating the acceptance of liquor advertising on radio and television, and our expectations have been realized.

A sampling of our mail on the subject has appeared in OPEN MIKE. A few writers have approved our position. More have opposed it. The opposition, in the main, has come from two sources: broadcasters who fear the political repercussions of putting liquor advertising on the air and prohibitionists who oppose not only liquor advertising but also liquor.

Let us dispose of the latter opposition first.

By every indication, prohibitionists constitute a minority—an inconsiderable minority—of the U.S. public. There is no evidence whatever to suggest that the majority of the people wish a return to prohibition. Until a majority votes liquor out, liquor will be legal. If liquor is legal, the advertising of it must also be legal. It must therefore be fully within the broadcaster's legal right to broadcast liquor advertising.

As we said in our first editorial, there are moral problems involved in liquor advertising. Moderation is to be encouraged in the drinking of liquor. So it should be sought in liquor advertising.

Several broadcasters have pointed out to us—as though they were quoting sources as binding as a decision of the Supreme Court—that the radio and television codes advise against the acceptance of liquor advertising. This is true. It is also true that the liquor admonition was written into the codes as a grandstand renunciation of something which nobody was accepting anyway. To say that liquor advertising should be rejected because the codes reject it is to grant the codes a meaning they do not actually possess. Besides, the codes can be and have been changed, by amendment, by interpretation and occasionally, by violation.

Drawn for BROADCASTING by Sid Hix

"As a special guest tonight, we bring you the all-time high winner of the quiz shows!"

Political repercussions would undoubtedly follow a revision of the codes to admit liquor advertising—whether done formally or by the practical disregard of those code provisions. How serious would those political repercussions be?

Some congressmen would make speeches and introduce bills to outlaw liquor advertising. The congressmen who would react adversely to the introduction of liquor advertising on the air would be of the same kind that have been introducing anti-liquor legislation of one sort or another in every session since the repeal of the 18th amendment 24 years ago. In short, they would be those from communities where dry sentiment is strong. This kind of congressman must oppose liquor advertising whether it is carried on the air or not.

To both classes of our critics we wish to announce that we are neither in the pay of the devil nor naive about politics in Washington. And we still think it would be perfectly proper to put proper liquor advertising on the air.

How More Can Do Less

THE rival allegations of the two unions whose dispute disrupted NBC-TV programs over two weekends cannot be discussed with clarity until more facts are known.

What can be said, with clarity and apprehension, is that the dispute between the National Assn. of Broadcast Employes & Technicians and the Radio & Television Directors Guild is symptomatic of jurisdictional difficulties in network television.

Unless these jurisdictional rivalries are brought under control, television is apt to wind up in the strait jacket that for years has encased the movies. The movies allowed unions to establish jurisdictional lines so finely drawn that inefficiency has resulted.

Perhaps the movies can afford the time and money that are wasted by the partition of jobs into idiotic fragments. Television cannot. Yet television even now is being squeezed by jurisdictional pressures that could lead to the rigidities of craft distinctions that obtain in Hollywood.

The question at issue at NBC is whether directors can talk directly to technicians or must convey instructions through a technical director who, like the technicians, is a NABET member. We have never understood why a competent director needs to communicate through an intermediary, and so the question seems to us of relatively minor significance.

But the fact that NABET and the directors guild regard it as important enough to create trouble is in itself an indication of the way that television unionism could go if management does not assert sensible controls. Television production costs already are high enough. They do not need to be padded by the creation of jobs by jurisdictional rivalries.

DAYTIME

WSAZ-TV

DELIVERS 1000 HOMES BETWEEN 9 AND 5 PM FOR $1.31

The Second Station's Cost per Thousand Homes is $1.96

50% Higher

The Third Station's Cost per Thousand Homes is $8.49

584% Higher

NIGHTTIME

WSAZ-TV

DELIVERS 1000 HOMES BETWEEN 7:30 AND 10:30 PM FOR $1.30

The Second Station's Cost per Thousand Homes is $2.39

84% Higher

The Third Station's Cost per Thousand Homes is $5.42

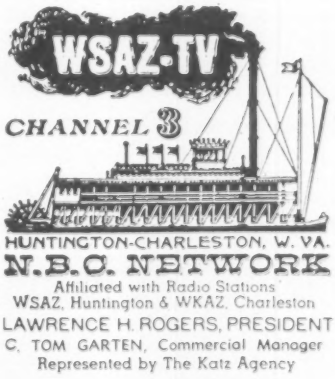
317% Higher

AND ANY TIME

WSAZ-TV delivers ONE-THIRD more total homes than both other HUNTINGTON-CHARLESTON stations COMBINED

Source: June, 1957 ARB

All figures based on 260-time frequency



HUNTINGTON-CHARLESTON, W. VA.

N.B.C. NETWORK

Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston

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C. TOM GARTEN, Commercial Manager

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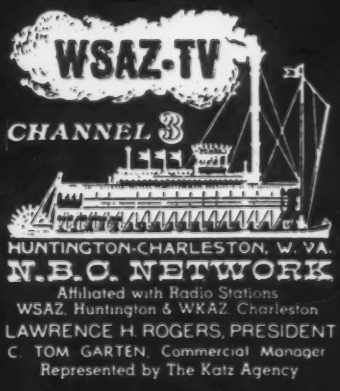

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